



The Symbol that brings you a wide choice of meats for your choicest of meals

In your home, more than a thousand meals are served yearly. And meat and meat products in wholesome, economical form give infinite variety to all these neals—because of the can and a symbol you probably seldem notice.

The symbol is a trade-mark—a small oval on cans

made by American Can Company.

Back of it is Canco's belief that the can is more than a container; it's a way of helping you live better . . . more conveniently . . . for less money.

Back of it, too, is Canco's motto "Can do," and the spirit of cooperation that makes this motto work.

BEHIND THIS SYMBOL ARE THE SERVICES OF CANCO'S "CAN DO" MEN.
HERE'S HOW THEY HELP BRING YOU MEAT IN ALL ITS TASTE-TEMPTING VARIETY.



NEW CONVENIENCE FOR YOU—in canned loaf ham, luncheon meat, whole hams. Key winds easily on new "self-tracking" tear strip. "No-stick" container lets contents slip right out. Anodized interior protects ham's color. Only Canco has all three!



MEAT TECHNOLOGIST G. H. McDONELL is one of the many Canco specialists who help the meat industry produce a better product. Faced with tough problems and great opportunities, Canco's researchers and service people have always answered "Can do!".



"Can do"...that's the spirit of American Can Company

# New NORGE Washer with *Dispenser Wheel* automatically makes a new kind of rinse water



# Banishes yellowing, graying—for up to 39% brighter, cleaner clothes

Now Norge has discovered the first automatic way to give your tap water greater rinsing power than soft water, rain water, or even distilled water—to banish forever the film that causes yellowing, graying, roughening, linting and premature wear in your clothes.

This stubborn film is deposited on your clothes and in your machine regardless of your detergent, your washer, or your water—hard or soft. Since it is caused by minerals in the wash and rinse water combining with soap or detergent residue, plain water rinsing can never dissolve it. There is only one way it can be removed from your wash automatically.

The secret of this new method lies in Norge's new Dispenser Wheel that automatically mixes and dispenses a new kind of rinse water made with Calgon®. This new rinse water has the power to remove all traces of soap film and prevent new film from forming. So you get a 100% perfect rinse—for up to 39% brighter, cleaner clothes, automatically!

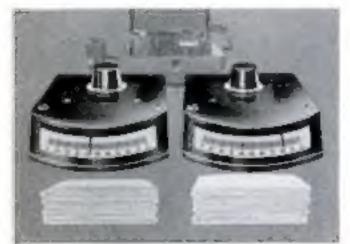
#### FIRST 100% AUTOMATIC WASHER MADE!

Dispenser Wheel lets you pre-load with Calgon for automatic dispensing when rinsing begins.

Hot or Warm Wash—Warm or Cold Rinse. Pre-select the wash and rinse water temperature you want according to the fabric.

**Dual Time-Line Control.** Your choice of two fully automatic cycles—regular or short.

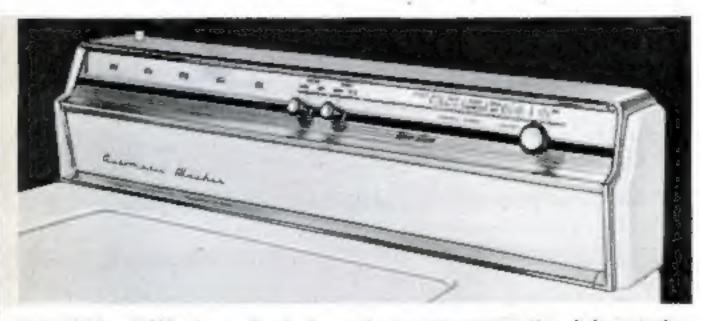
Automatic ReSUDSer—A really automatic way to save and re-use hot, sudsy water.



Proof From The Laboratory— Amazing Reflectometer test proves diapers rinsed in Calgon are up to 39% whiter, cleaner than diapers that are rinsed the ordinary way!



Proof At Home—Put a clean handkerchief in a jar filled with water. Shake. Add 1 tsp. of Calgon (which makes no suds). Shake. Watch soap film suds itself away!



Rated No. 1 Washer—by independent consumer testing laboratories —for 2 consecutive years...backed by a 5-year warranty and 30 Day Satisfaction Guarantee. Introductory offer! Limited time only...12-box case of regular Calgon free with purchase of every Norge Dispenser Wheel Washer...free box if you see a demonstration.



'57 Norge Washer with Dispenser Wheel plus new Norge 4-Way Dryer with Hamper-Dor make a perfectly matched pair for softer, fluffier, cleaner clothes, the easy way!

# ORGE BW

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This One

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#### Peek at a planet

As Mars swings close, LIFE shows scientists having the best look ever at its face and rounds up the imagined monsters who might inhabit it.



FACE OF MARS

#### Posthumous phenomenon

Who is the most popular of Hollywood stars? An actor who does not live there or anywhere else. He is Jimmy Dean, who was killed a year ago.



**DEAN FAN MAGAZINE** 

141

98

129

168

#### Biggest rush week

All the strain, worry, work and the final elation that goes into a college rush week is summed up at Illinois, the fraternity capital of the U.S.



ANXIOUS RUSHEE

#### A segregated life

In Part IV of LIFE's "Background of Segregation" series, the day-to-day effects of segregation are shown in the life of a single Negro family.



THE THORNTONS

#### Beauties for TV

Heading up the bevy of good-looking new girls who will be seen prominently on TV this fall is Janet Blair, Sid Caesar's new TV wife.



JANET BLAIR

#### Tom Wolfe's dream

in the second of two articles on Thomas Wolfe, Robert Coughlan tells of the dream that spurred on the novelist in his later life.



**WOLFE'S GRAVE** 

#### COVER

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Speaking of Pictures: a new lighting system uses many colors

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- -DELL PUBLISHING CO., THE.: THE REAL JAMES DEAN STORY O 1956 BY FAWCETT PUBLICATIONS, INC.-RAVE PUBLISHING CORP.

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190



# Now\_income that can see your family safely across the next 20 years!

New York Life's Family Income Feature may be included in most of its new policies for little extra—can pay your family a monthly income during their most critical years—then pay the policy's face amount besides!

It's a problem nearly every young father faces: his responsibilities are usually biggest just when his youngsters—and budget—are littlest.

Designed especially to tide your family over their 20 most important years, New York Life's Family Income Benefit can multiply your life insurance protection—at only small additional cost. With it, you can assure a substantial monthly income for your wife and for your children during their "growing-up" years, if you're not there to support them.

If you die during the 20-year Family Income

period, your family would be paid a guaranteed amount each month during the balance of the period. If you live to the end of the period, you stop paying the small extra Family Income premium at the end of the twentieth year—and still retain your basic life insurance protection.

This Family Income feature can be included in almost any New York Life policy when issued—from ages 18 through 55. It can offer your dependents an income of either \$10 or \$20 monthly—whichever you choose—for every \$1,000 of the basic policy's face amount. Cost is surprisingly low. For example: the additional annual charge for \$20 monthly income per \$1,000 of the basic policy would be only \$8.74 issued at age 25; \$11.18 issued at 30; \$14.92 issued at 35.

Get more information from your New York Life agent! You'll find the reward of knowing your family is well protected during these "young years" well worth the few extra pennies a day.

The New York Life Agent in Your Community is a Good Man to Know

#### **NEW YORK LIFE**

INSURANCE COMPANY

Dept. L-20, 51 Madison Avenue New York 10, N. Y.

(in Canada: 320 Bay Street, Toronto, Ontario)

Please send me, at no obligation, your booklet giving details of the Family Income Plan.

ADDRESS.	AGE

#### A NEW DIMENSION OF QUALITY IN CAKE MIXES

# NO ONE. NOT EVEN PILLSBURY

## EVER BROUGHT YOU SUCH BIG NEWS ABOUT CAKE MIXES!

Minneapolis, Minn. (Special) At last there's a cake mix that gives you a finer combination of ingredients than you could use in your best homemade, home-recipe cakes. They include:

New Stay-Moist shortening made especially for cakes! New softer, finer cake flour!

New Super-Action baking powder—higher, faster rising!
New finer-granulated 6X sugar!

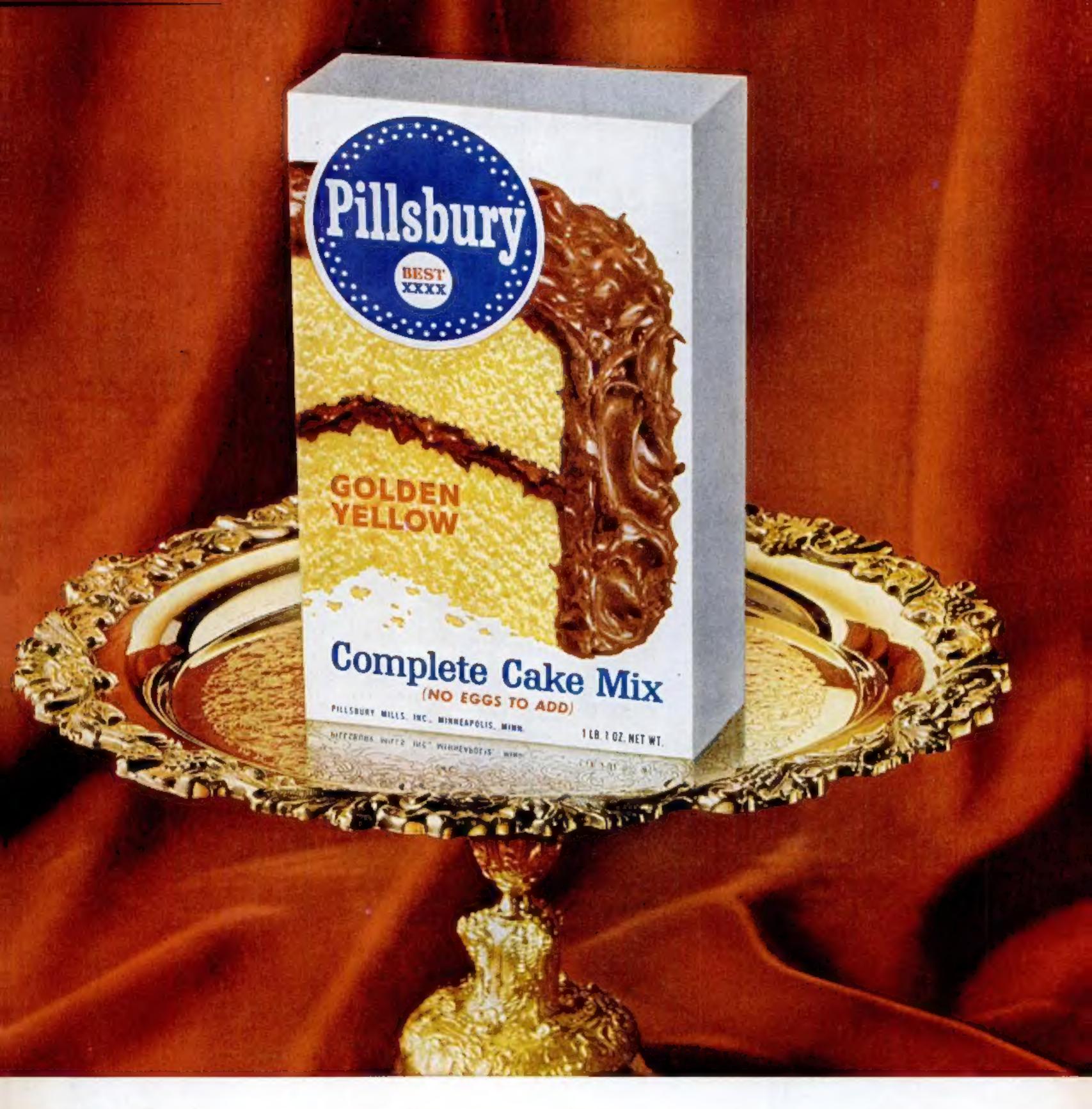
This means that Pillsbury now has a whole new way of making cake mixes with richer proportions than were ever possible before. Now you can use a mix, and bake a cake as tender as a fine home-recipe butter cake.

Now, Pillsbury is able to offer you cakes that score as high as the fine homemade, home-recipe kind on all

cake-judging points—moistness, flavor, tenderness and fine, even grain. A whole new dimension of quality has, in fact, been added to cake mixes.

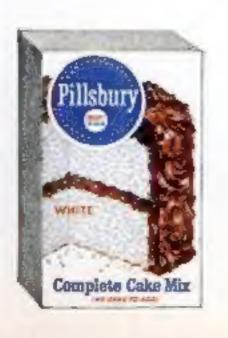
New, easier, more fail-proof One-Step Mixing for you, too. As always, no eggs to add to Pillsbury. Milk is all you add. But now, everything goes into the bowl at once. You pour in the mix—you pour in the milk—and your homemade cake is on the way.

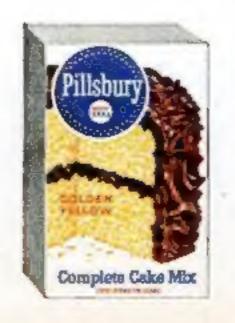
They're at your grocer's now—the New (all new) Pillsbury Cake Mixes with new finer ingredients, new quality results, new easier method, new sparkling packages—and most of all, new pride for you.



The 6 most wanted flavors\_all in new dress, with the big, blue circle\_bright and shiny fresh at your grocer's now

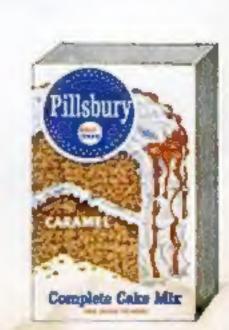












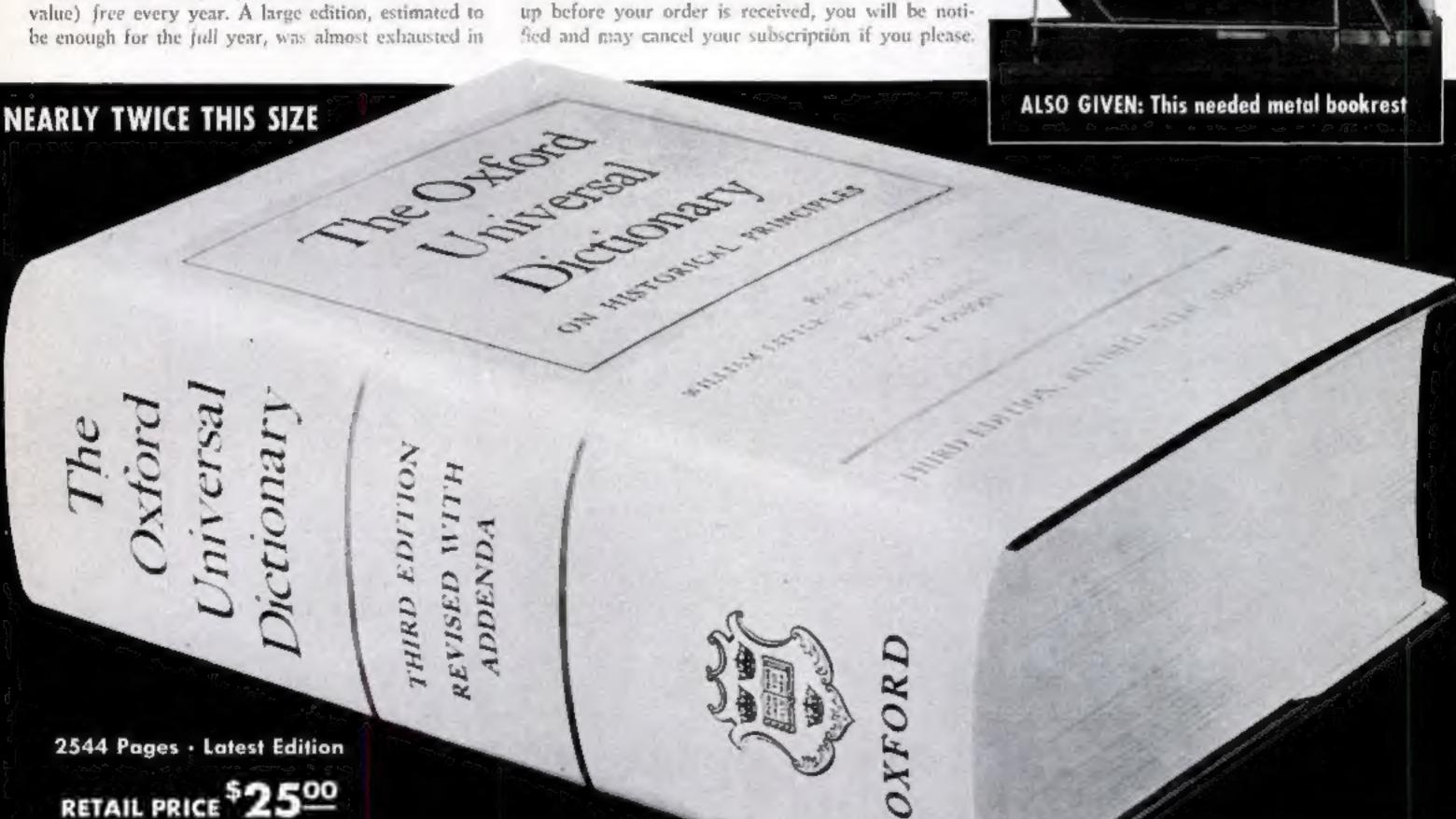




...if you wish to obtain-WITHOUT CHARGE-this "big" \$25 dictionary for your home or office... "the best English dictionary of its size"-[N.Y.HERALD TRIBUNE] You can get it, free, by joining the Book-of-the-Month (lub now, agreeing to buy only six books during the next twelve months, from at least 100 Club selections and alternates which will be made available

Early in 1956 this Thirtieth Anniversary Offer was made to new members. Its purpose was to provide a dramatic demonstration of the Club's remarkable Book-Dividend system, through which members now receive around \$12,000,000 worth of books (retail value) free every year. A large edition, estimated to be an exactly for the feet that tall years were about authorized in

the first balf of the year. Another edition is now being manufactured, but there can be no additional copies printed for this purpose during 1956. The reason is simply that it takes too long to obtain the paper and to print and bind such a huge book. Consequently, immediate action is advisable. If the new edition is used up before your order is received, you will be notified and may cancel your subscription if you please.



#### CONDITIONS AND PRIVILEGES OF THIS OFFER

- The dictionary will be sent to you with your first purchase. (See available books in the coupon)
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- \*They can be books you would buy anyway, yet you will pay—on the average—20% less for them than otherwise
- \* After your sixth purchase—if you continue— with every second Club choice you buy, you will receive a valuable Book-Dividend
- \* Last year about \$12,000,000 worth of free books, retail value, were earned and received by Club members as Book-Dividends
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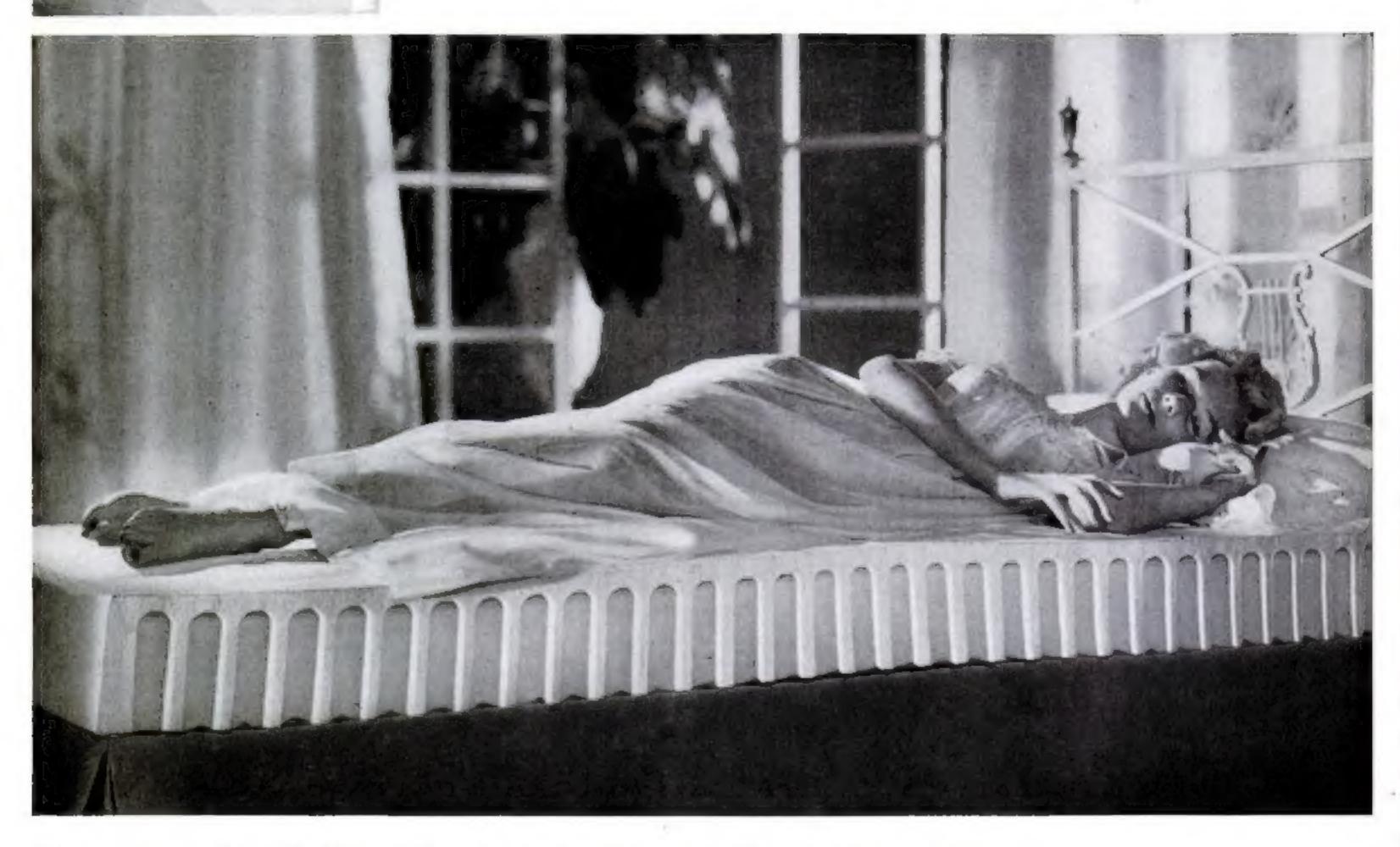
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# Once and for all... CHANGE HALF AWAKE to FAST ASLEEP!



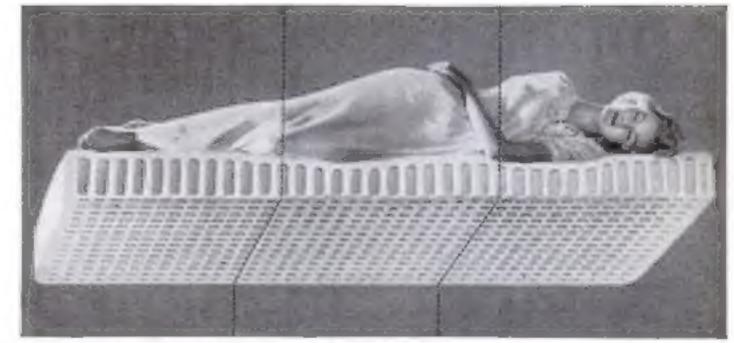
## Change to the Form-Fitted Mattress of Firestone Foamex ...a new concept in sleep comfort!

It's true! Balanced, curve-conforming Foamex can make a world of difference! Even a one minute "Rest Test" will convince you that changing to this Form-Fitting Mattress changes half awake hours to just asleep nights!

You stretch out, and Foamex conforms to every line of your body. You turn or roll and Foamex obeys . . . follows each hollow, each contour. Your tense and tired muscles relax. Drowsily, you feel sleep just seconds away.

The secret is the body-proportioned distribution of Foamex throughout the Form-Fitted Mattress, with more Foamex for firm support under your heavier mid-section . . . buoyant "give" beneath lighter head and limbs. Take the "Rest Test" at your favorite department or furniture store today. Form-Fitted Mattresses of Firestone Foamex are available at a price to fit every purse.

## Firestone Foamex



Larger air spaces for light support under your lighter-weight Foot Section 1 More Foamex (smaller air spaces) give firm support for your heavier Mid-Section!

Larger air spaces for light support under your lighter-weight Head-Section!

ENJOY THE VOICE OF FIRESTONE ON RADIO AND TELEVISION MONDAY EVENINGS OVER ASC. Q1956 FIRESTONE INDUSTRIAL PRODUCTS





## She won't need to paint again



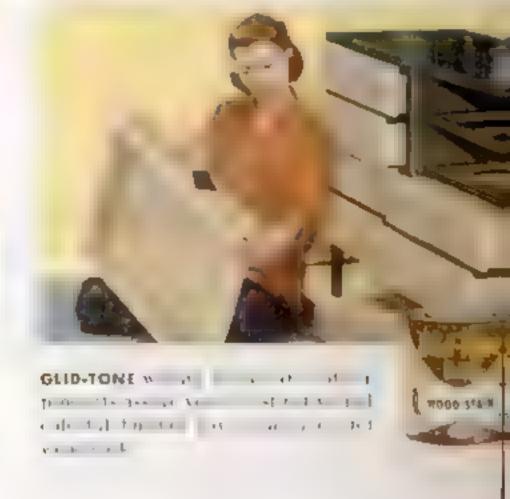
#### These other Glidden products make painting faster and easier, too!



SPEED-WALL alkyd enamel for interior woodwork or walls comes in both flat and semi-gloss. Colors match Spread Satis!







# Glidden

Pacemaker in Paints

#### until she wants to change colors!

# SPRED SATIN

#### THE 100% LATEX WONDER WALL PAINT

After 8 years of use, Glidden SPRED SATIN is more than ever the wonder wall paint. It has ALL the features you want. SPRED SATIN dries in 20 minutes. It goes on twice as fast as ordinary paints with either your brush or roller. And it

is so washable you won't need to paint again till you want a change in colors. Pictures below show some of the features which keep SPRED SATIN the wall paint favorite all over\* the world!



won't run bown HAND! When properly handled, Spred Satin stays in your brush. This means easier painting of overhead surfaces; means less cleaning up, too.



hours! She painted in the afternoon, entertained same evening. Screen Satist dries in 20 minutes. Rooms go back in use quickly.



YOU CAN TOUCH UP any spots you miss. Touchups blend in so perfectly you can't locate them later. And you get no "sags" or brushmarks in SPRED SATIN.

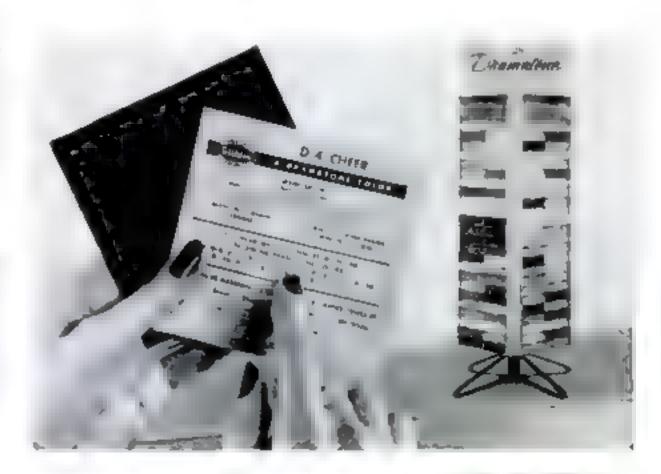


NO EXTRAS TO BUY—you need no turpentine or solvents. No fire hazards while painting. Clean brush or roller under water tap.



SATIN—there is no unpleasant odor; no harmful fumes. Painting can be done without moving patients from wards or rooms, if necessary. Washable Spren Satin is more sanitary, too. Be safe—with Spren Satin!

you can't miss on colors. The large size makes comparing easy, and chips have information printed on back so you get perfect harmony with other colors. See this Dramatone Color System at your Spren dealer's.





**C**2986

The Glidden Company, Cleveland 2, Ohio In Canada: The Glidden Company, Ltd., Toronto, Ontario.

SPRED SATIN also sold by dealers for the following points:

HEATH & MILLIGAN • CLIMATIC • ROYAL • T. L. BLOOD

#### \*SPRED SATIN Worldwide Favorite

The label (Japanese at right) may look different but the paint is the same high quality everywhere—throughout Europe, South America, Australia and in many parts of Asia.



# MAN! WHAT A SHAMPOO FOR MEN!



New EVERSHARP-SCHICK man-tailored formula, with Hexachlorophene and Lanomar, leaves hair cleaner, healthier!

Rich, rugged, fast-foaming suds to wash away dirt and dandruff. Your scalp feels healthy, tingling fresh. Lanomar keeps hair easier to comb...looking better. too. Man, you'll be singin' while you're sudsin' with Eversharp-Schick Shampoo!

HANDY MARGON SQUEEZE BOTTLE CAN'T CHIP, CRACK OR BREAK! & OUNCES \$1.00



CHANGE TO

#### THE COFFEE THAT'S

Wish you could "drink in" the exhibitating liveliness of Fall? You can! Every single sip of A&P premium-quality Coffee is as gloriously fresh as the first nip in the air. Try a cup of steaming, fragrant A&P (coffee today . . . discover the joys of the truly fresh coffee that's fairly "Alive with Flavor" every time!



Asp Custom COFFEE

EXCLUSIVELY AT A&P STORES



FLAVOR!

Mild & Mellow Rich & Full Bodied Vigorous & Finey
ROASTED TO PERFECTION!

A&P premium-quality Coffee doesn't have the life roasted out of it, Every pound is evenly, richly, "Flavor Saver" roasted. Result, coffee that is truly "Alive with Flavor always!

"1859 - 1956 MORE FLAVOR IS WHY THOUSANDS ARE CHANGING TO A&P COFFEE

MED THE ALL-NEW 1.57 KCA WHIRLEN D. P. HILL:

# Only Built-in Lint Filter-plus 2-speed



Built-in full-time lint filter slides out easily for cleaning Just rinse and replace.

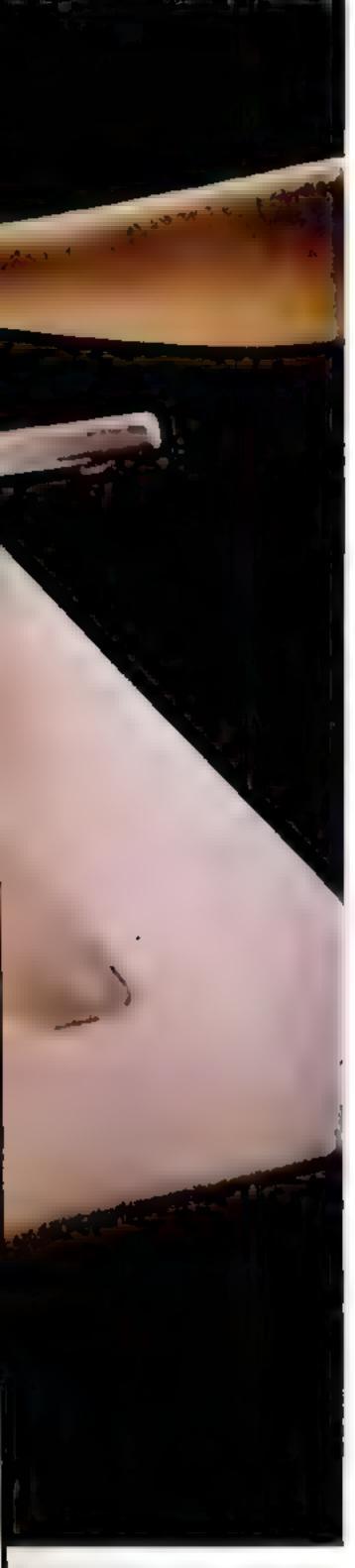
Normal speed for regular wash. Vigorous agitator action 65 strokes a minute), cleans even the dirtiest denums



Gentle speed for dainty fabrics. Slower, swishing action 4.5 strokes a minute, easis dirt from acticate things



# washing-plus money-saving Suds-Miser!



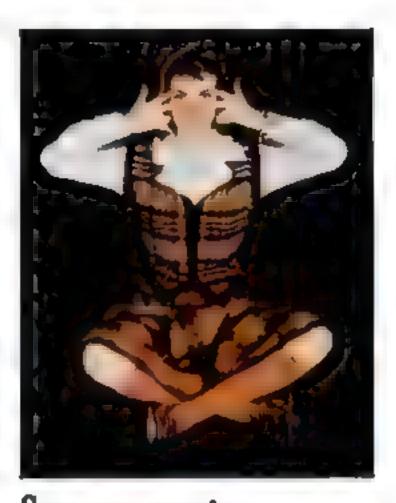


See no lint New built-in lint filter keeps out lint, grit, and soap scum.



See no damage

2 speeds—normal for regular wash;
gentle for delicate fabrics.



See no waste
Famous Suds-Miser saves you soap, hot water, and money.

The washer that has everything! Continuous lint filtering with any load or water level! Slower speed for delicate fabrics! And Suds-Miser saves up to 2500 gallons of hot water a year. All this for as little as \$2.75 a week!

Look closely at any washer before you leap.

Be sure it has a lint filter that's out of the way, and works full time. See it on the RCA WHIRLPOOL: it's built in, out of your way, where it won't interfere when you're loading or unloading clothes. And it's a special kind of filter. Completely automatic. Works every time you wash—full load or small. (No other lint filter gives you all this.)

Check the 2-speed action. Besides the normal action that's perfect for regular laundry—cottons, linens, denims—your RCA WHIRLPOOL washer gives you an oh-so-gentle, slower action that eases

the dirt out of even the most delicate fabrics. (Many washers with a "delicate fabric" cycle actually give nothing more than a shorter washing period. The action is the same.)

But don't waste time looking for the Suds-Miser on any other washer. It's an RCA WHIRLPOOL exclusive that lets you use clean hot suds over and over again—saves you soap, hot water, money.

You get all these washing advances, too:

- 3 water temperatures
- · Infinite water level selection
- Big 9-lb. capacity
- 7 purifying rinses
- Germicidal lamp
- 5-year warranty on sealed-in transmission

See all the new RCA WHIRLPOOL washers and dryers (gas or electric) now at your dealer's.



AUTOMATIC WASHERS AND DRYERS . FREEZERS
GAS AND ELECTRIC RANGES . ROOM AIR CONDITIONERS

Whirlpool-Seeger Corporation St. Joseph, Michigan. (Use of trademark @ and RCA authorized by trademark owner, Radio Corporation of America.)

I xclusive Suds-Miser. Pumps hot, filtered ands out of washer after first load pumps it back for re-use . . . all automatic.



See this blue light! Exclusive Ultra-Violet lamp helps destroy bacteria and sanitize clothes.



Now all-porcelain white—or new Matchmaker colors—green, yellow or pink. Matching dryers, too!



I'm one tomato
that loves being squeezed...
in VODKA by GILBEY'S,
of course



Vodka by Gilbey's brings out the very best in the flavor you like best—fruit juice, tonic, cola, vermouth. It's superb vodka smooth, dry, clear... truly the quality vodka. And no after-breath.



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# Your car can turn the pages of history

#### —and the more you drive, the less it costs per mile!

Isn't there a historical spot you've always wanted to viait? Your car makes it easy to get there-no matter where it may be. In fact, on most any drive you can find places that bring to life the legends, folklore and famous events from our nation's past.

And while you're reliving thrilling moments of the past, your car helps make it an economical as well as a pleasant trip. Official AAA figures show that a large part of the costs of car ownership do not change with mileage. Whether you drive around the block or cross country, such things as depreciation, license fees and insurance remain about the same.

The relatively small cost of gasoline and oil is the main added expense for extra mileage. However, competition among U.S. oil companies has held

down these prices, and you get one of today's biggest bargains. So, as you can see quickly by the chart, every mile you drive costs less than the one before.

AVERAGE YEARLY DRIVING COSTS FOR A FAMILY OF FOUR

For 5,000 miles*		For 15,000 miles*
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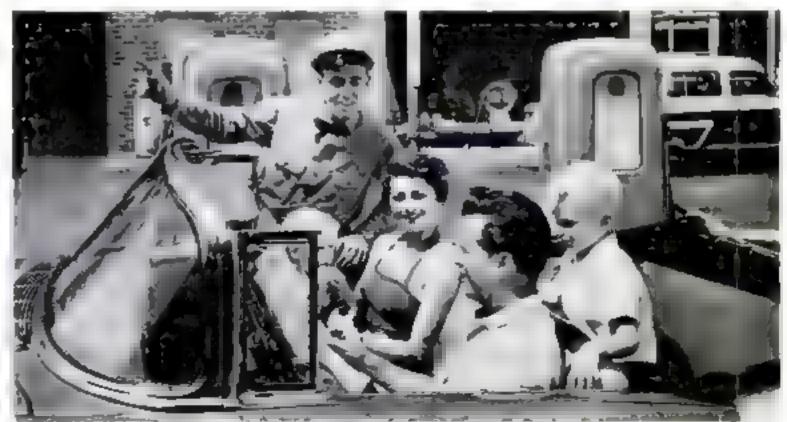
This fall, take the family and explore the country. And please drive safely,



historic sites when you travel by car It's fan for every member of the family.



dependable service and reliable products for your car.



#### SPEAKING OF PICTURES

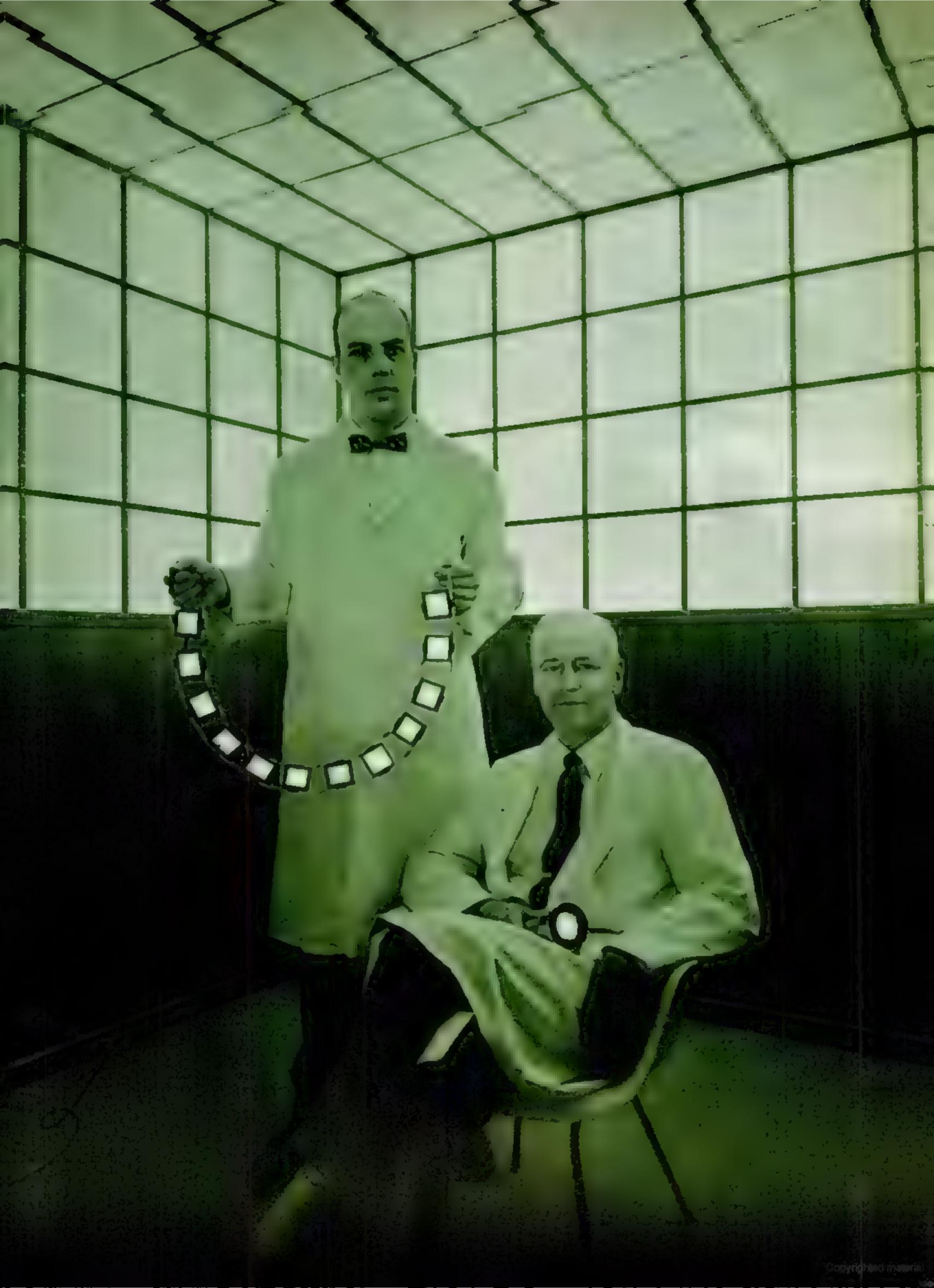
# Green Glow of Future Illumination NEW LIGHT SYSTEM USES MANY COLORS

The green glow of a glass-paneled room in the Westinghouse Research Laboratories outside Pittsburgh last week brought close to practical reality a new look in lighting that physicists have been working on for years: an artificially illuminated room with no bulbs, tubes or light fixtures. Source of the light is 112 removable glass panels in the ceiling and walls, each a foot square and 's-inch thick. The glass is backed by a metal film with phosphor powder sandwiched in between. Charged with electricity, the panels give off a glareless light that leaves no shadows and is equivalent to five 40-watt fluorescent lamps.

The light is green because a particular phosphor, the most pientiful one, had been used. But with other phosphors the physicists have produced red, blue, yellow and white panels. The Westinghouse panel still uses too much electricity, but engineers are steadily improving its efficiency. Within a few years physicists expect that a homeowner will be able to adjust his room to the color and brightness he wants simply by turning a couple of knobs.



ARRANGED HORIZONTALLA, 120 of the electroluminescent panels give off a mortiled glow because of trustoral variations as Technician W.I. leam Al Ber measures brightness with phototube IN PANELED ROOM Research Director E. G. F. Arnott holds a bull less flashlight made with the panel class as Physicist Peter Welfe displays two in the panels three times bugliff than highes



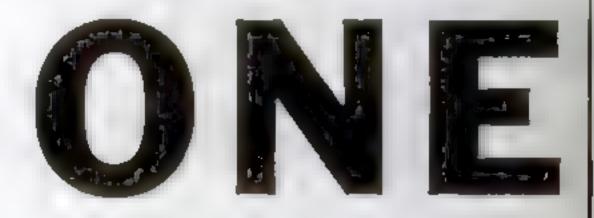


What is DeepSilver? An existing new kind of a Iverware that a enriched and protected with extra a Iver Never before has a verplated flatware been made to a inh lox mona standards.

# America's finest stores invite you to own a fabulous pierced serving Regular retail price, \$2.50

Imagine owning one of these gracious, parced serving spoons. Lossing green saleds with it. Drammer sauce vive relables with it. Serving elegant desserts with it. No it or serving piece is so gen in elv aseful to a smart hostess. Yet for a short time you may have this spice. In any of these five beautiful patterns... for the unbelievable price of one dollar.

This offer was created to introduce you to a new kind of silverware that's lavished with extra, luxurious thicknesses of pure silver. DeepSilver' But time's limited Look on the facing page for your nearest DeepSilver dealer. Hurry in for your serving spoon. You are under no obligation. and your spoon is unconditionally guaranteed to please...or your money back.



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#### **DEALERS**

guarantee you will be completely satisfied with your serving spoon or your money back.

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#### LETTERS TO THE EDITORS

#### SEGREGATION

Sirs:

LIFE's first instalment on segregation is clear and absorbing ("How the Negro Came to Slavery in America," Life, Sept. 3). The reader receives a better understanding of the problems of segregation when he studies this commendable series.

ARTHUR MURRAY AUDINDER New York, N Y

Sign

Don't you Yankee editors have anything constructive to print that will benefit all mankind in this country? Don't you think the segregation issue has been kicked around enough?

W ELDON STIMSON

Austin, Texas

Sare

Just a word of praise for your first article in the segregation series.

For a popular, readable and wellbalanced account, yours is very good. The pictures are excellent.

L. D. Repdick Chairman, Dept. of History Mahama State College Montgomery, Ala.

SILVE

The Sept. 3 issue of LIFE arrived today. It is now in the trash.

Da. James W. Whalen

Dallas, Texas

Summer.

Here is an interesting adelight on Uncle Tom's Cabin. When the play was first cast in Troy, N.Y., in 1852, G. C. Germon refused to go on as Uncle Tom, The only Negro bitherto seen on the stage was the stock minstrel darky and the actor feared it would

jeopardize his reputationasa serious actor. The manager pleaded with him that Lncle Tom was a new type, one that had to be

G. C. GERMON

created. Asurviving daguerreoty pe

reveals that G. C. Germon was not at all like the standard Uncle Toma apitomized on the stage later on. He was slight and frail, a victim of tuberculosis. He died two years later in Chicago.

HARRY BIRDOFF

New York, N Y.

Surs:

I was appalled when I feceived the latest copy of LIFE magazine to see a picture of the slave market on its cover. It is high time we buried atrocious reminders of our shameful past. What does a Negro have to have to provo that he should have the same standing as any other American?

JAMES M. SWARTZ

Baltimore, Md.

Sars.

To begin with slavery casts a weight of judgment in the wrong direction so far as placing full value upon the Negro's position is concerned. Yet I want to commend you for bringing some light upon a subject that has generated mostly heat.

A A BANKS JR. Pastor

Second Baptist Church of Detroit Detroit, Mich.

Sus

Thank you for that thrilling article concerning my ancestors. The compassion and kindredship I felt for my ancestors was at its fullest peak after reading the article.

ROWENA TOMEINSON Philadelphia, Pa.

You might be interested in the story of the last survivor of the last cargo of slaves brought to America, "Kazoola" was smuggled into Mobile with 109 other slaves in 1800 aboard



the two-masted schooner Clatitle, captuned by William Foster. They seltled in the community of Plateau, then a suburb of Mobile, and many of their descendants still live there, Kuznola's name was changed to Cudjo. Lowis. He was exceptionally intelligent and had a quaint sense of humor. This picture of him was taken in 1931. I believe he died about four years later, at the age of 93,

LEO M BROWN

Mobile, Ala.

Surs

Among the sketches accompanying this first article was that of the world antislavery convention held in London in 1840.

It is not widely known that this convention, dedicated as it was against slavery, displayed another kind of rank discrimination. Lucretia Mott and other female members of the American delegation were barred from participation because they were women despite the vigorous protests of Wendell Phillips, William Lloyd Garrison and Henry B. Stanton, other members of the Ашенсан дгоир,

ISBAEL KI GLER

Brooklyn, N Y.

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# Christmas Contest

Jingle contest can make your pockets jingle
582 CASH PRIZES 

Downyflake Waffles is playing Santa Claus, and his bag is filled with big fat Christmas Cash Bonuses. How would you like to get your family a big color TV, new Christmas outfits for the kids, and pretty presents for everyone? Would \$5,000 do it? Then enter Downyslake's contest. There are 582 cash prizes just waiting for someone like you to complete Downyslake's easy-rhyming jingle. Do it now! For your convenience, there's an entry blank with every package of Downyslake Wassles. Winners' checks will be mailed week of Dec. 10, 1956.

#### HINTS ABOUT frozen DOWNYFLAKE 1-minute WAFFLES TO HELP YOU WIN

NO BATTER! NO BOTHER! You're never more than one minute away from delicious waffles with the Downyflake kind on hand. Just pop 'em into the foaster and get ready for really good eating. No more watting for firsts or seconds. No more messy bowls and waffle iron to clean.

JUST LIKE HOME-MADE! Light, crisp, golden-brown Downyflake Waffles are every bit as delicious as the kind you make at home. And with Downyflake, you get perfect waffles every time.

DELICIOUS 'ROUND THE CLOCK! Sure Downyflake Waffles are wonderful for breakfast, but now that you can have 'em in one minute, use Downyflake Waffles wherever you'd use toast. A waffle base makes your meals sing! Enjoy Downyflake Waffles at mealtime, snacktime, any time.

You'll probably get many more ideas for finishing Downyflake's jingle ouce you try 'em, so buy a few packages today. Send in your entry, and Santa may have a big Christmas Cash Bonus for you.

#### EASY CONTEST RULES

- 1. Fill in the last line for the Downyficke lingle, Make your last fine rhyme with the word "rate." Print or write plainly on the official entry blank or on one side. of a plain sheet of paper.
- 2. Each entry most be submitted on ar accompanied by the package tray from Downyflake Woffles. Moll entries to: "Christmes Bonus Jingle" Contest, P.O. Box &C. Mount Vernon 10, New York.
- 3. Any resident of the United States and its territories may compete except employees of the Woffle Corporation of America, its advertising agencies and their families, Only one prize to a family. Contest
- subject to all federal, state and local regulations.
- 4. Contest closes at midnight, November 17, 1956. All entries must be postmarked before that time.
- 5. Prizes as listed will be awarded by the Rouben H. Donnelley Corp. on the bask of originality, tincerity and aptness of thought. Judges' decisions are final. Duplicate prizes will be awarded in case of fies. No entries returned. All entries become the property of the Waffle Corp. of America.
- 6. Prize wirmers will be notified by mail, Complete list of winners will be sent on request to anyone sending a self-addressed envelope.

#### JUST FINISH THIS JINGLE

Frozen Downyflake 1-Minute Waffles With homemakers really do rate. Wonderfully tasty, so simple to serve,

(lost line must rhyme with "rate")

Here's a sample fast line to get you started. Your family will say they're just great. You certainly can do better, so fill in your rhyme and send H in along with Downyflate Waffles' package tray, Enter today-



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#### LETTERS TO THE EDITORS CONTINUED

CONTINUED



KUAN-YIN AS A FEMALE

#### A BATH FOR A GOD

Sirs

Kuan-Yin—Chinese goddess of mercy is going to be somewhat annoved at page 73 ("A Bath for a God," Life, Sept. 3). She began (one reads) as mate in India, but she's a woman in China. Fie!

FAITH BALDWIN

Norwalk, Conn.

Sugar

I thought I had "caught" you! In reading "A Bath for a God" I was startled by the sentence "... Kuan-'un, the Chinese god of mercy..."

Oh! Oh! Now's my chance to write a letter to the editors because everyone knows that Kuan-Yin is the goddesi of mercy. On second thought I decided it would be unlikely such a mistake would be made so I went to now library. Here is what I found:

"Kuan-Yan: since many centuries the Chinese name for Avalokiteshvara. Though Avalokiteshvara, being a Bodhisattva, is male, Kuan-Yin, in later Chinese art, is the Goddens of Mercy who protects the children."

JOHN SCOTT TROTTER

Hollywood, Calif.

● For Novelist Baldwin, Orchestra Leader Trotter and dozens of other Life letter writers, here are the hard facts: In India, Kuan-Yin (or Avalokiteshvara) was male; in China he started out as a male, became linexual in the late Sung Dynasty, had turned fully female by the Ming Dynasty.—ED.

#### CHINK TO CHICK

Surs

In 'History of a Hatching: Chink to Chick" (LIFE, Sept. 3) you erred by stating that the chick absorbed the yolk. The yolk is the chick.

HASKELL S. SPRINGER Laurelton, N.Y.

• This is a popular misconception. Yolk and embryo are two different things. The embryo feeds on the yolk. ED.

#### EDITORIALS

Sirs:

Your gratification over "The New Republican Harmony" (Life, Sept. 3) is alarming. The harmony for Mr. Nraon did not, as you say, "well up from the ranks." It was prearranged by Len Hall and friends during the successive illnesses of Mr. Essenhower. Stassen's brainwashing and his consequent seconding speech were painfully akin to

Kremlin political techniques which crush individual integrity,

THE REV. HARLOW DONOVAN Sikeston, Mo.

S rm.

Ike's "ardor" is a constant glow, attracting men everywhere to join him in his crusade for plenty at home and peace abroad ("Ike, Adlai and American Ardor," Life, Sept. 3).

Adlat's "ardor" seems to be a "quadrennial febricity"— (a fever every four years)—to us common folk.

However, as Caecihus Statius said some 22 centuries ago, "The facts will promptly blunt his ardor."

Јоѕери Росску

Kingston, Pa.

#### ROUSING RALLY

Sire:

I thoroughly enjoyed your graphic and comprehensive pictorial coverage of the G O P, convention ("Rousing Rally for Ike and Dick," Life, Sept. 3). One significance of a notable feature may have gone unnoticed by a majority. A father and son spoke at that convention. Former President Herbert Hoover made a speech in response to a special invitation. His son, Assistant Secretary of State Herbert Jr., spoke for the Secretary of State at the same session.

So far as I can ascertain, it was the first time for any national political convention.

EDGAR RAY PRICKETT

Birmingham, Ala.

Sirec

Why was the President so serious when shaking hands with the male empressional candidates?

He nertacity smalled for the garls!

CAROL LAPADES

Rochester, N.Y.

#### AN EDITOR'S BOYHOOD

Sure

It is befitting that the story of Mr. Louis B. Seltzer and your series on segregation should appear in the same issue of Life ("An Editor's Hard and Happy Boyhood," Life, Sept. 3).

Mr. Seltzer and the Cleveland Press have done more to help bring about the best race relations in all America between whites and Negroes than any other single factor in that fair city.

O L. RICHARDSON Philadelphia, Pa.

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Golden Javelin*	35 hp\$62	5
Sea-Horse 35°	35 hp 58:	5
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Sea-Horse 18*	18 hp 473	5
Sea-Horse 18	18 hp 395	5
Sea-Horse 10	10 hp 340	0
Sea-Horse 71/2	7½ hp 260	0
Sea-Horse 51/2	51/2 hp 230	0
Sea-Horse 3	3 hp 15:	S

\*12 volt electric starting (new quick-charging Power-Master generator optional on first two models listed) , prices f a.b. factory, subject to change — OSC certified broke by at 4000 rpm (35s and 18s at 4500)

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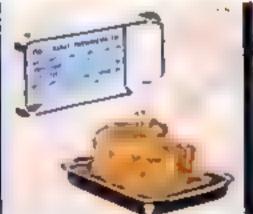


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as this like a mother ben so as not to "cook out" the delicate flavors. But now - it's automatic! Automatic time. Automatic temperature. And more accurate than ever before, regardless of cooking care.

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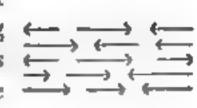
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"Fisherman" Photographed by E. B. Handerson



NEAR FLAGSTAFF ARIZ OBSERVATORY SOME OF 237 VISITING AMATEUR ASTRONOMERS PEER AT MARS, WHICH SHOWS AS A STREAK IN HOUR-LONG EXPOSURE

# EYES OF EARTH ARE TRAINED ON MARS

# NEIGHBOR IS NEARER

A celestial event fretfully awaited by professional astronomers and amateur stargazets for three decades finally took place last week. Mars Earth's reddish, sand-swept neighbor planet, was only 35,170,000 miles away and directly fined up with Earth and sun, freeing it of shadow and giving observers in ideal opportunity to sludy its face.

From six continents observatories focused or Mars in the greatest study of another planet ever attempted. Some observers had started in midsummer when Mars, wheeling along its elliptical path around the sun, curved in toward

Earth's more circular path. By early September, when Mars was closest since 1924, at least 50 major telescopes were in action. They were equipped with cameras, infrared spectrometers and experimental electronic light intensifiers like the Luminion (Life, March 5).

Not counting the moon. Mars is the only other world whose surface can be plainty seen from Earth and its features identified. Such tantalizing accessibility has evoked a weird array of possible inhabitants (pp. 10-11). More hardle ided watchers have compiled a number of provable scientific facts. They know Mars

is a ball, half the diameter of Earth. It is and, with less water than that in Lake Erie. Its thin atmosphere has twice as much carbon dioxide as Earth's and almost no oxygen. A variety of clouds sail high above the surface. The Massian day is 24 hours 39 minutes 35 set of the year 687 of those days. Two tiny meous whirl around the planet.

Now Mars is undergoing an unusually deviation of drought. Its polar cap of hear rose is fast evaporating and last week what appears to be a violent sandstorm was churning across an area 250 miles wide and 3,000 miles long.



## BEST COLOR PHOTOGRAPHS SHOW FEATURES OF MARS'S ROTATING FACE



The photographs above and on the next page, published here for the first time, are considered by many astronomers the best color portraits of Mars ever made. Taken by W. S. Finsen of Union Observatory, Johannesburg, South Africa during 1954 when Mars was 40 million miles away, they show all sides of the revolving planet. 44 5

The diagram at left identifies features shown above. Most prominent are the vast expanses of reddish desert. A wafer-thin idecap 1,000 miles wide sitting on Mars's South Pole appears at upper left in the picture—the South Pole is at top because astronomers usually see Mars upside

down in their telescopes. At lower right a cloud of icy haze hovers near the North Pole.

once mistakenly thought to be water-filled basins. Their discoverers gave them fanciful Latin, Greek and Egyptian names (here translated in most cases) as bays, seas, gulfs or takes. Most scientists now believe these features, such as Syrtis Major, the Hellespont and Noonday Gulf, may be vegetation, since they change color with the seasons. Near the right horizon other dark shapes are swinging into view as Mars rotates from right to left (next page) in its 24½-hour day.



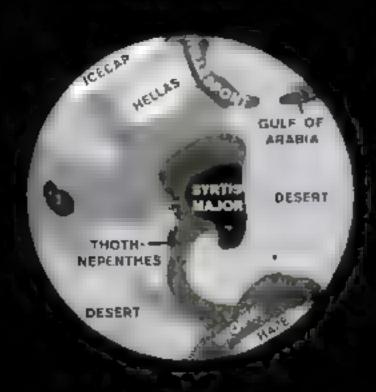
most a quarter turn to the left from its position on the preceding page. The Gulf of Arabia seen in center on preceding page is disappearing beyond the left horizon. Now new features are seen, like the Bay of Pearls and the Fountain of Youth. At right, near the Sea of Venus, is a semidesert, which perhaps is an area where vegetation has been partly buried by sands borne from the true desert by Martian winds.





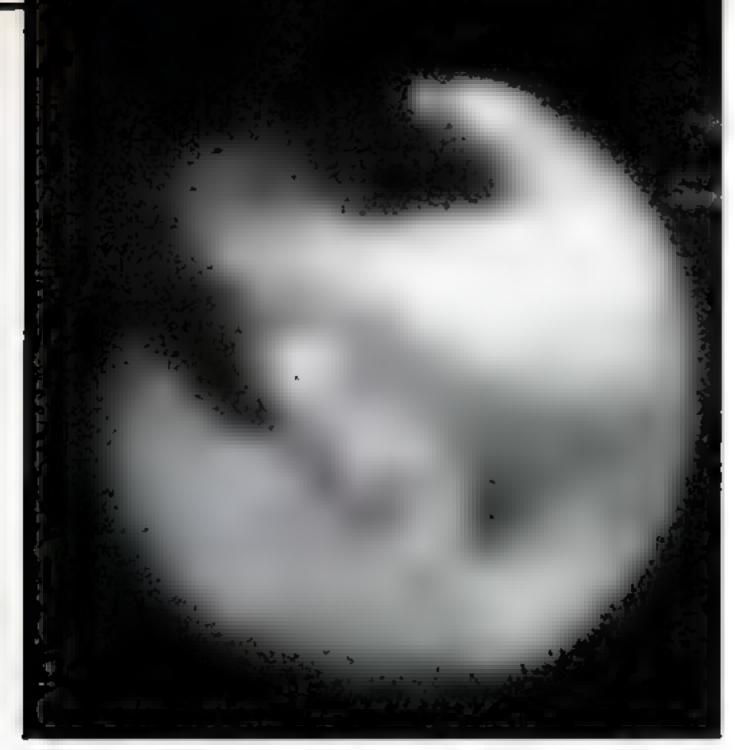
As the planet spins farther around on its axis, the Lake of the Sun and the Fountain of Youth come into clearer view, and a vast, apparently unbroken tract of desert reaching close to both poles stretches out toward the righthand horizon. French and American astronomers have suggested the Martian desert may be composed of a powdered rock similar to limonite or felsitic rhyolite, both commonly found in the mountainous regions on Earth.





With rotation three quarters complete, the dark mass of Syrtis Manjor and the bright desert Helias reappear. Syrtis Major, which in 1659
became the first feature discovered
on Mars, is used to measure Mars's
speed of rotation. Arching down
from Syrtis Major is a band, ThothNepenthes, which some astronomers used to classify a "canal."
But it is now estimated to be 300
miles wide. At upper right, Gull of
Arabia is again coming into view.





GREAT SANDSTORM now on Mars appears as bright, broad area (upper right) in 1956 photograph by W. S. Finsen, who took color pictures on preceding pages.



FRENCH LOOKOUT, the Observatoire du Pie du Midi de Bigorre, which sits two miles high on the Pyrences, is foremest European center for Mars study.

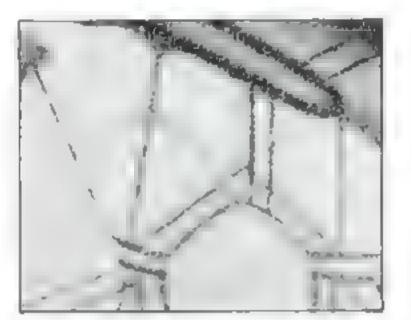
# CANALS IN '77, STORM IN '56

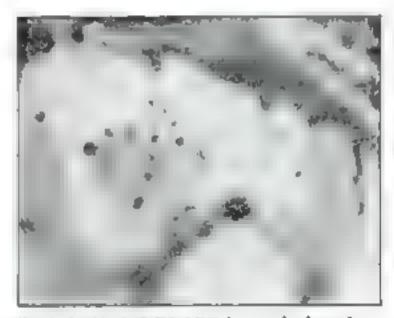
Anxious to make the most of Mars's visit, astronomers set up an International Mars Committee headed by E. C. Slipher and Dr. A. G. Wilson of Lowell Observatory, Flagstaff, Ariz. They organized a Photographic Patrol to take pictures in India, Egypt, South Africa, Indonesia, Australia, New Zealand, Argentina, France and three U.S. locations. All Patrol photographs will be on the same kind of emulsion, for accurate comparison. As a result, a continuous record of the planet's spinning surface is being made through the six weeks it is near Earth.

Besides the photographic efforts, members of the Patrol and other astronomers will make hundreds of pencil sketches of what they see. Scientists whose telescopes are equipped with spectrometers, devices that can analyze both visible light and invisible electromagnetic radiation, hope to get more data on the desert rock, to detect water vapor or oxygen, if they are in the air, and to determine the nature of the continentlike dark areas which may answer the question: is there life on Mars?

Though the spectrometers have found no hint of chlorophyll, most Mars experts think the dark areas must be tracts of simple vegetation, perhaps something like lichens, which have no chlorophyll and are about the only form of life on Earth which could exist in the rigorous Martian climate. A minority opinion explains the dark shapes as volcanic dust spread by monsoon winds across the planet's surface, or as a chemical-like copper sulphate which might change color with the season.

Some astronomers are looking for Mars's most disputed feature, canals. Ever since 1877, when Giovanni Schiaparelli, uncle of the Paris couturier, reported seeing the canali (an Italian wording meaning "channels" rather than "canals"), astronomers have argued heatedly over their existence. Percival Lowell, founder of Lowell Observatory, claimed he could see several hundred straight, interconnecting markings which he took to be a network of artificial canals built by intelligent Martian beings. Other American and French experts insist the canals do not exist or are, at most, optical illusions. The Frenchman Eugen Antoniadi in 1930 disputed the canal theory with a drawing (right) showing that the canali, instead of being straight lines, were really a series of unconnected spots. But already in 1956, before the current sandstorm (above left), one American and one Japanese astronomer, previously both nonbelievers, thought they saw canals.





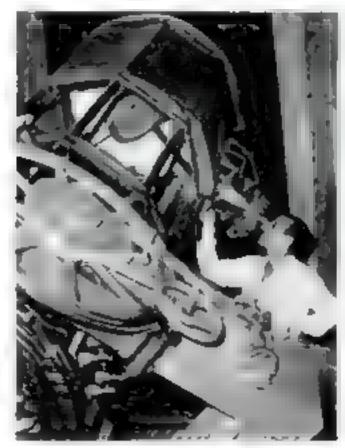
THE CANAL DEBATE is partly based on sketches by discoverer Schiaparelli (top) and debunker Antoniadi. Schiaparelli's drawing shows network of straight lines he saw. Antoniadi's illustrates how he saw so-called canals, as just a series of spots.



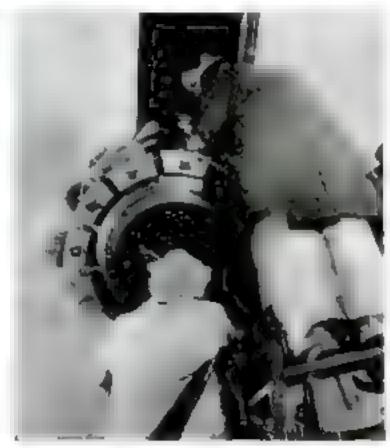
TEXAS



INDIA



EGYPT



ARGENTINA

WORLDWIDE WATCH of Mars finds Gerard P. Kuiper (left) adjusting modified spectrometer under 82-inch telescope at McDonald Observatory for study of planet's sandstorm. On Mt. Sherka, Dunda Indians prepare an outdoor telescope

for night's work. At Helwan Observatory near Cairo (second from right), Dr. Rushdi Azer focuses 30-inch reflector for Photographic Patrol pictures, as do observers at La Plata (right), where Mars is seen through roof opening as dot in sky.



# A FANCIFUL PREVIEW TO NEW FACTS

To imaginative men Mars is a world teeming with bizarre life. In this function drawing Bors Artzybashed compiles an antibology of Mart and ministers. In 1158 the Swed shows the Ernan ned Swedenberg reported by had talked to Martians, who were gentle, how people dressed in tree bank. At lower left they stand with a fluid fire they invented. Nearby are a furred and feathered couple suggested in 1698 by Christian Huygens, who had discovered Syrtis Major (p. 33). At their feet cayori, intile green men.

of metrics of the Small bearded Martials (III) with domes reach anicores vercreated in 1880 by Wilter Percy Great Wirrio's tobaid their were more peoply. The Cenury Writer Bernard contSt. Parin

nard de Fontenelle in 1086 dre med up gowing meantains and liminescent birds. Some after, Jorathan Swift and Voltage prophetically chose an easier solution, moonlight for a pair of Martian moons tapper left and right).



After Astronomer Percival Lowell claimed Mars had artificial canals, others picked up his theme, adding graceful boats, eities, solar-powered pumping stations with huge introts and various styles of space stups (top). Sailing near the castlelike editice at upper right are Martians invented by Olaf Stapledon Ephem eral and cloudlike, they worship diamonds as symbols of rigidity, can turn into tentacled, many-eyed masses of jelly

At left center are C. S. Lewis' penguin-otter-

seal people who introduce themselves by barking. Hross. The glasslike plants behind them have their chemistry based on silicon instead of carbon, an idea used by various writers. The barrel-shaped monster in foreground is a food-pill maker which spends its time gathering trash and converting it to food.

To the right of the plants are long-nosed half ostrich people who leap 15 feet, land on their beaks. In front are feathered Martians invented by H. G. Wells who also described

a "low-gravity" forest (far right) filled with spindly animals. Squatting at lower right are other Wells inventions, the octopushke horrors from War of the Worlds that were used by Orson Welles for his famous 1938 radio show.

Fancy will give way to fact next summer, after the 100,000 pictures of Mars taken this year are studied. An international symposium at Flagstaff will review the results, and these, one astronomer says. "may relegate to prehistory all earlier information on the subject."



SERIOUS STEVENSON confers before his Harrisburg TV speech with Campaign Manager James Finnegan (right) while A.F.L.-C.LO's James McDevitt listens.



REPUBLICAN REPAST of fried chicken is offered the President and Mrs. Eisenhower at Gettysburg picnic. Buffet included 600 chickens, roast beef, baked ham



MAINE VICTORS are Governor Edmund Muskie, Frank Coffin of the Second Congressional District.

# A GOOD WEEK FOR DEMOCRATS

# Big victory in Maine gives the Stevenson camp a new confidence

The Democrats officially opened their presidential campaign in Pennsylvania last week with loud hurrahs for themselves and the state of Maine. There, in a stunning victory, they reelected a Democratic governor and won their first congressional seat since 1934. The reelected governor was vigorous Edmund Muskie, who had done an impressive job in his first term. Good but less surprising news for the Democrats came from across the country in

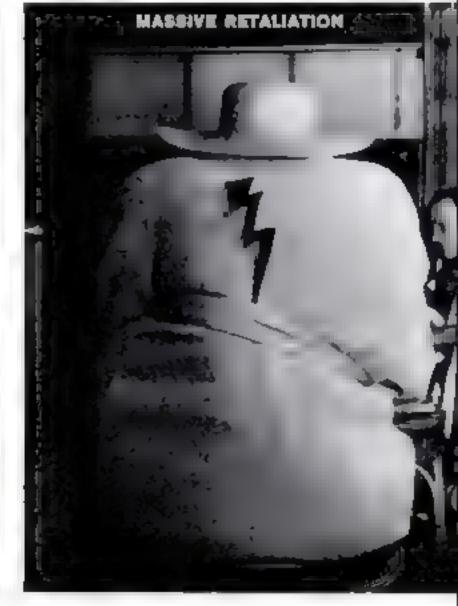
Washington, where the popular Senator Warren G. Magnuson drew considerably more votes in the Democratic primary than Governor Arthur Langue in the Republican.

This gave Democrats, who in their hearts had found it hard to believe that they had a chance to beat Eisenhower, their first real confidence. Campaign contributions poured in, and at Harrisburg, Pa. 8,500 Democrats paid \$50 each for a dinner where Adlai Stevenson laid









CAMPAIGN 'ISSUES' IN DEMOCRATIC MASQUERADE

To raise funds, New York Democrats organized nearly 1,000 parties to coincide with Stevenson's TV address from Harrisburg. When New York City Lawyer



and ice cream immed with G O.P. elephants. Looking fit, President told guests he wanted to answer question asked every day for a year. "I feel fine," he said.



NEW YORK NOMINEE Jacob Javits at Republican State Committee meeting accepts nomination to oppose New York's Mayor Robert Wagner for U.S. Senate.

# IS A WARNING TO REPUBLICANS

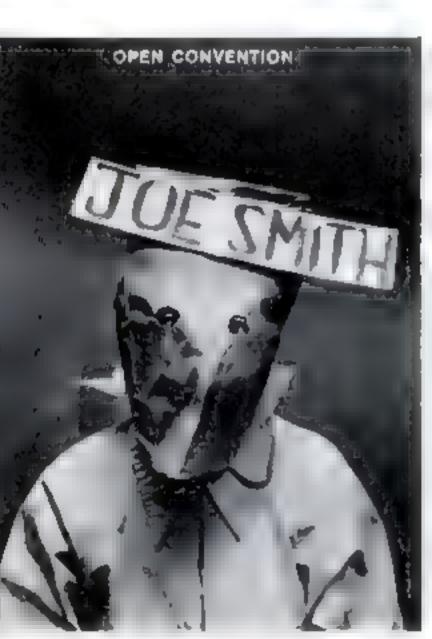
## and finds Eisenhower reading a lesson on dangers of complacency

down the strategy of the campaign: "Everyone shares in sympathy for the circumstances which have created a part-time President. From here on, the future of the Republican leaders will depend not on Mr. Eisenhower but the Republican heir apparent, Mr. Nixon."

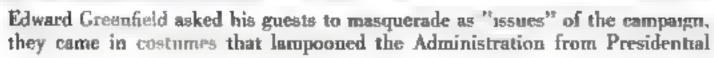
But the Republicans heard some good news too. In Wisconsin and New York strong Eisenhower supporters won the party's Senate nominations. In Utah a bitter Eisenhower foe, Governor J. Bracken Lee, was defeated by George Clyde, a political unknown. As 650 party leaders gathered at his Gettysburg farm to launch the campaign, President Eisenhower compared the Maine election to the American defeat at Kasserine Pass in World War II. It took that defeat, he said, to knock the complacency out of U.S. soldiers. "I think maybe Maine has a lesson in it," he said. The lesson: Republicans should avoid complacency and get out the vote.



WISCONSIN WINNER, Senator Alexander Wiley (left), with his wife, casts ballot at Chippewa Falls,











Assistant Howard Pyle's statement that "The right to suffer is one of the joys of a free economy" to the President's golf game at Burning Tree Country Club.

# A LOOK AT THE WORLD'S WEEK



#### THE WILD BLUE YOUNGER GENERATION

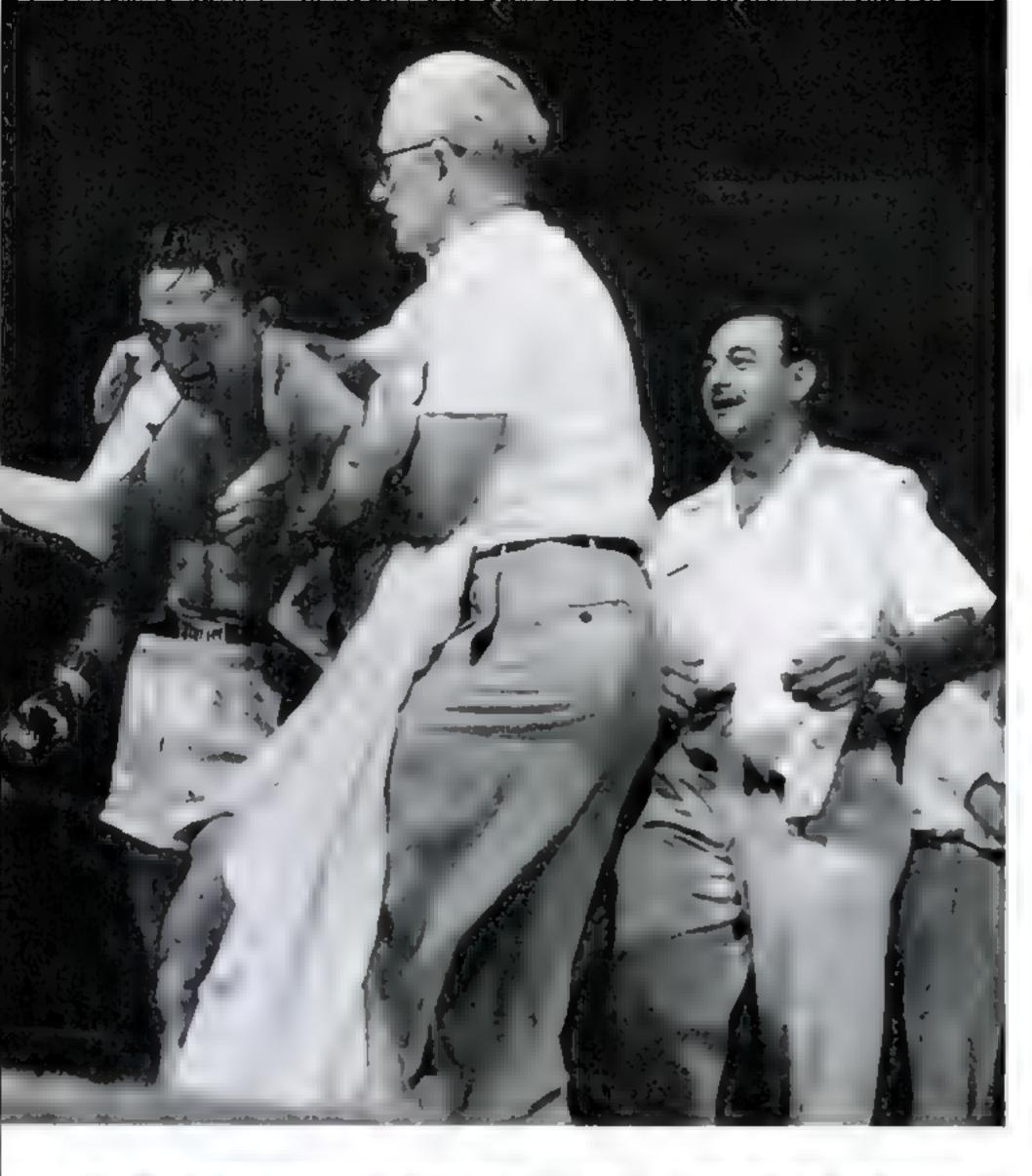
Two boys returned to a cockpit in which they had made one of the most hair-raising flights ever. Earlier, in Mastic, N.Y., Eddie Cates 13 who had flown only as a passenger, made off in the plane with Roy Brosseau, 11, piloted it long enough to buzz both their homes and landed perfectly.



#### WEEPING WELTERWEIGHT IN HAPPY MOMENT

Carmen Basilio, one of the toughest fighters in boxing, burst into tears in a ring in Syracuse, N.Y. He had just regained the welterweight championship in a bloody muth-round TKO over Johnny Saxton, who heat Basilio last March by back-pedaling his way to a loudity disputed decision.







#### TYPHOON TEETH TIEDOWN

■ In wind-whipped surf on the island of Kyushu, youthe salvaged a diving stand torn loose by a two-day storm which inundated thousands of homes and killed 30 people. A U.S. B-50, tracking a later typhoon that hit Japan, was missing and presumed lost with 16 men on board.

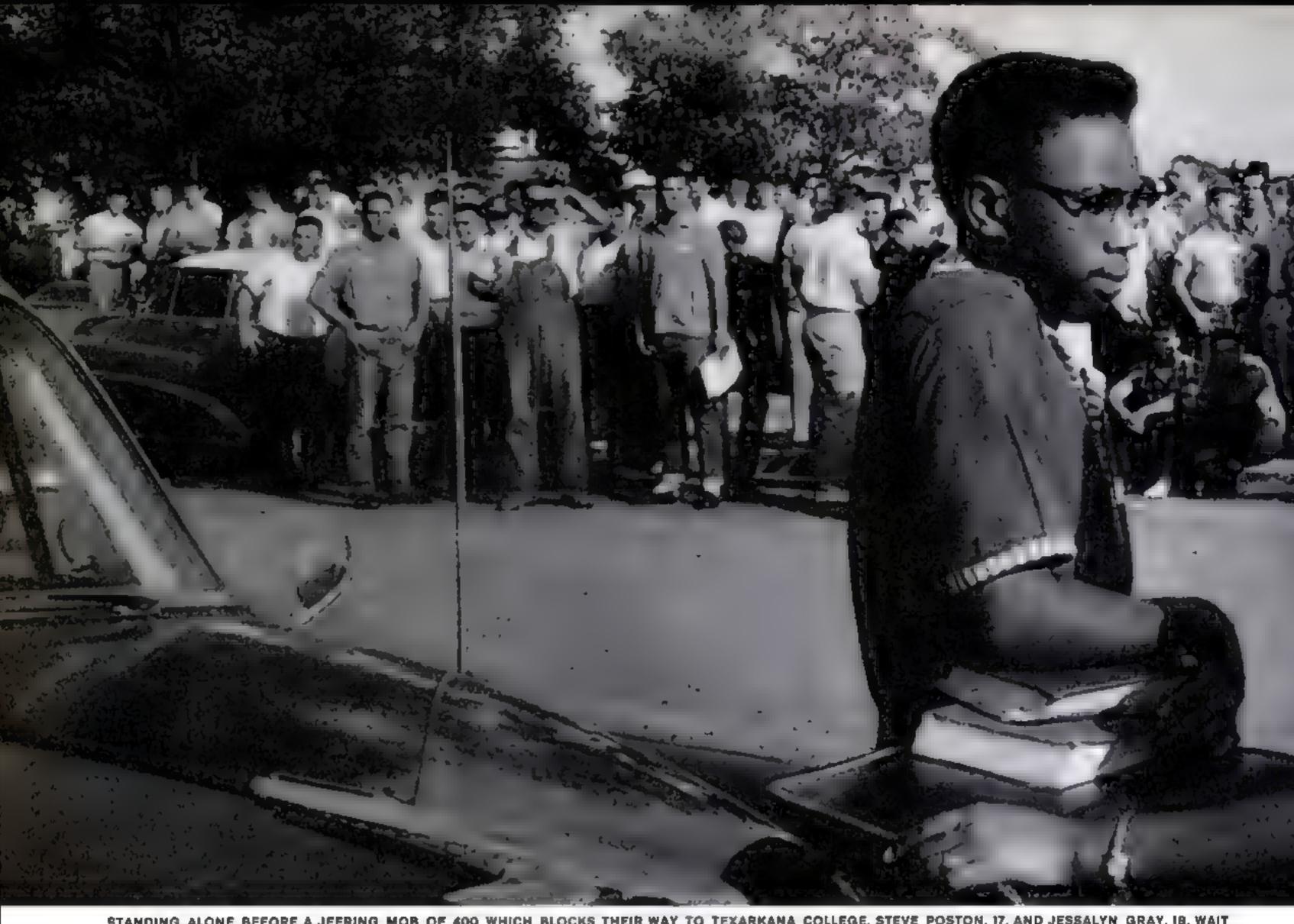
#### MERRIE OLD ROCK 'N ROLL

British teen-agers discovered rock 'n roll with a rowdy vengeance. In Manchester (above), after watching the U.S. movie Rock Around the Clock, they jived in the streets, stopped traffic, threw bottles. In one theater showing the film they even turned a hose on the audience,



#### TENSION AT NO. 10

A worried Sir Anthony Eden, accompanied by his Foreign Minister. Selwyn Lloyd, close I the door at 10 Downing Street after hearing bad news on the Suez situation (see Editorial). Australia's Prime Minister Menzies, back from his mission in Egypt, had just reported on Nasser's flat turndown of the 18-nation proposal to internationalize the management of the canal. This week, with British and French canal pilots off the job and traffic in the doubtful control of the Egyptian government, the 18 nations were called back to London to consider what next,

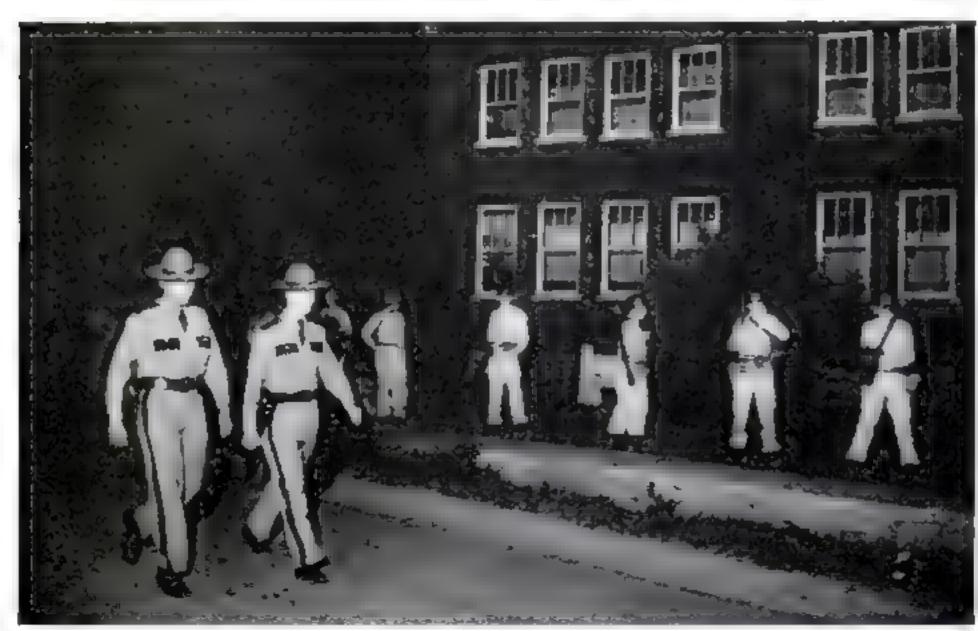


BLOCKS THEIR WAY TO TEXARKANA COLLEGE, STEVE POSTON, 17, AND JESSALYN GRAY, 18, WAIT

# THE LONELY HOSTAGES OF A SOUTH IN STRIFE

Events in the slow, painful battle over desegregation in the public schools last week made clear that a crucial role was being played by local officials. This time the dichard resistance to the process of integration was taking less violent forms than it had a week earlier (Life, Sept. 17), and the ones who suffered most were students—white as well as Negro-caught in the middle of a land in change.

In Texarkana, Texas, where Negroes had won a long legal fight to enter Texarkana College, two young Negroes trying it were blocked by a hooting



TAKING OVER BY NIGHT, state police and National Guardsmen patrol the embattled school at

Clay. Ky. Moving quietly over many routes, 60 poheemen, 500 guardsmen swept into town at 4 a.m.



WAITING TO ENTER, Theresa and James Gordon, Clay's first Negro pupils, stand at door with mother.



mob of 400. The school's president opposed their presence ("The results of integration are sure to be the degeneration of the schools," he told a Citizens' Council rally), and Texas Rangers and local policemen, saying they had no orders from Governor Allan Shivers or Texarkana officials to escort the students into the school, refused to. As the students left, a Citizens' Council member called the day's work "a peaceful riot."

In Clay, Ky., acting on orders from Governor "Happy" Chandler, National Guardsmen and state police took control of the town by night, and 'next day escorted two Negro children to the school from which a mob had barred them the week before. The mayor himself called for "passive resistance" to Chandler's action, and a total boycott of the school by white students-and some of their teachers-began. While the Negroes sat in the bewildering loneliness of the classrooms, the county school board moved to get them out by ruling that they were not legally registered at Clay. Elsewhere in Kentucky, under a metropolitan school board with another approach, the desegregation fight took a different turn (next page).



LONE PUPIL who stayed in school the day after the Gordons entered was a miner's son (left), who

stares tentatively across empty desks in third-grade classroom at Theresa. Next day he too was absent.



MAYOR, Oilman Herman Clark, wears diamond pin on shirt, says. "Integration means intermarriage."



LOUISVILLE SCHOOL BOARD, headed by Keith Spears (second from right), meets with Superintendent Omer Carmichael (third from left) as the term begins.

# CAREFUL PLANS, CALM CHANGE

In Louisville, Ky. the process of integration got the patient preparation that it everywhere needs—and the rewards were clear. Last week the public school system was desegregated with only one brief demonstration.

The planning began right after the Supreme Court decision in 1954. School Superintendent Omer Carmichael, with unanimous backing by his board, asked each city school to start studying the problems of integration. He and his staff began attending an endless series of public meetings called to discuss integration and pave the way for it.

The final integration plan, drafted a year ago, was widely publicized. Schools were redistricted without regard to race. Every family was notified which school its children would attend, and every family could ask to have its children transferred. Many did, but officials were heartened by the number of white families which abided by the assignments, even when, as at the Taylor school (below), the enrollment was predominantly Negro. Singling out Louisville for special praise, President Eisenhower last week said, "I think Mr. Carmichael must be a very wise man."



HELPING HAND of Principal Evelyn Smith steers Ken Duval through cafeteria at the Taylor school, which has an all-Negro faculty and a 97% Negro enrollment.

#### Integration CONTINUED



INVITATION TO JOIN P.T.A. at son's new school is given Mrs. Arkie Gardner by Principal Paul Sparks, who made personal call because she has no phone.



TALKING TOGETHER, Negro and white mothers discuss committee assignments at Louisville's first integrated P.T.A. meeting, held at the Frayser school,



# LAW, WEALTH AND SUEZ

## A PEACEFUL SHOWDOWN WITH NASSER MAY BE COSTLY—BUT WORTH IT TO CIVILIZATION

The Suez Canal crisis is heading for a showdown. Thanks to some creative diplomacy by John Foster Dulles and Sir Anthony Eden, this carries a reduced risk of war, but it carries a lot of other risks and costs to the U.S.

Americans have felt less angry at Nasser than have the English and French. Why so? If Panama had been seized, we would have reacted at least as strongly as has Eden. Yet more U.S.-owned shipping goes through Suez than through Panama. Moreover, the principle which the British and French claim to be upholding in Suez—"the rule of law in international affairs"—is as vital to Americans as to any people. We ought to be willing to fight for it, if it is really at issue.

The official lawyers of the West, including Dulles, say it is at issue. They say that the charter of the Sucz Canal Co., which Nasser abrogated, "had the status of an international compact" on which "many nations relied." The canal itself was "universalized" by the Constantinople Treaty of 1888. These documents, plus long usage, gave Eden his warrant for charging that Nasser's seizure "deinternationalized" the canal and was therefore illegal.

The legal case against Nasser makes a full and interesting brief; but it is not as persuasive as, say, Cicero's exposure of the conspiracy of Catiline. The Treaty of 1888 certainly gives all nations a right to use the canal. And it also promised "a definite system destined to guarantee" this right "at all times, and for all powers." Unfortunately this "system" was never given concrete institutional form other than the company itself. The only "guarantee" was the fact that the power most interested in keeping the canal open—Great Britain—was usually in military control of the area. Nasser, now in military control, maintains that he too wants to keep it open. He may have "deinternationalized" it, but he hasn't "deuniversalized" its use—not yet. That is the flaw in the legal argument against Nasser.

Not Nasser but his predecessor, King Farouk, was the first man to use the canal as an instrument of Egyptian national policy. He closed it to Israeli shipping in 1950; it is still so closed. Only last week a Greek ship, the *Panagia*, returned to Haifa after having failed to deliver a cargo of cement to southern Israel. Held incommunicado in Port Said for three and a half months, its crew had been allowed no fresh water, no shore privileges, no mail, and was on the verge of insanity. Such outrages were condemned by the U.N. Security Council in 1951, but neither the U.S., Britain nor any other power has attempted to stop them. They don't make Nasser's case any more respectable, but neither do they testify to the West's impartial devotion to international law.

At the London conference last month, the international law on Suez was given a good push forward. The Dulles plan, with its 18 signatories, would genuinely implement the '88 treaty and give the canal administration a more formal international character than the old Suez Co. could claim. It is a wise plan and Nasser was foolish to turn it down. But it would have been even more foolish for the West to try to force it on him. When new international law is being made, the free consent of all parties is the one indispensable ingredient.

It is worth remembering that the Suez has had a stormy diplomatic history but has never caused a war. Before it was built, the anticanal agitation of Robert Stephenson, son of the railroad pioneer, caused Ferdinand de Lesseps, the canal's builder, to challenge him to a duel; but explanations were accepted and the challenge withdrawn. The Suez is a place where the angriest national passions storm up quickly and as quickly run into the sand. This is partly owing to the very multiplicity of the interests that confront each other there, but partly also to a certain crossroads spirit of the place. "From the beginning of the work," said De Lesseps, "there

was not a tent-keeper who did not consider himself an agent of civilization. Hence our success." This chain of civilized behavior has been broken by Nasser, but it will not be in keeping with Sucz' great past to mend it by force.

The immediate showdown comes as most of the pilots are going home. And last week Dulles and Eden came up with still another legal invention to force the issue. It is a users' association to bring countervailing pressure, in the fashion of a civilized labor union, against the national monopoly which Nasser has proclaimed. If Nasser permits, the users will exercise their treaty rights by moving their ships through the canal with their own pilots until a permanent settlement is reached. If Nasser does not permit, the users do not intend to shoot their way through, although the situation remains explosive. They intend to take their legal case—a much clearer case than they have now—to the U.N.; and they intend to take their ships around the Cape of Good Hope.

Behind this pacific showdown scheme, in fact, lies a vast and costly plan of reorganizing the bulk of the world's sea traffic to bypass Nasser's big ditch. More than half of Western Europe's oil, which now comes through Suez from the Near East, would have to be rerouted or replaced by Western Hemisphere oil. The strain on the world's tankers would be very great. The strain on the British treasury, which has no dollars for oil would be more than it can afford. Great, too, would be the political strain on the Arab oil kingdoms, if their royalties were cut along with the demand on their wells. It will not be easy for the West to get along without its busiest waterway to Asia—nor vice versa. Neither was the Berlin airlift easy. But that was done, and this could be, by drawing on the enormously superior technical resources of the West, meaning chiefly the U.S.

Will it be worth it? It is the best alternative to surrendering or shooting, and it could have some constructive results.

First, as Americans know instinctively, it is always wise to have alternatives to a business monopoly, whether that monopoly be in civilized or dictatorial hands. The supertankers of 80,000 tons and up now being built for the oil trade, which are too big for the canal anyway, are economical. If more are built for this emergency, they will be permanently useful.

More important, the West will be in a better bargaining position with Nasser if it can first make plain to him in what sense the canal is and is not an Egyptian national asset. It is an Egyptian asset only because it is used by all the nations. Its economics are even more definitely "stamped with an international character" than its legal status. That means its users must be able to rely on reasonable treatment—the reliance being the essence of law, and the reasonableness being the essence of civilization. If Nasser can show that he has apprehended these essences, it will be worth a good deal for the West to be able to welcome Egypt back into the fold of law-abiding nations.

By teaching this lesson about itself, the canal would indeed be "an agent of civilization" again. Western Europe's appetite for oil is growing at a rate which has quadrupled its consumption in the last 10 years. The projections for the next 10 and 20 years show an even more spectacular expansion. To keep pace, the canal will need something like a billion dollars' worth of new capital for enlargement and modernization. Its economic potential for Egypt is enormous. But the contracts and understandings, "the definite system" of law, order and mutual dependence on which civilization does its business, are even more important to the West than the canal. The Dulles-Eden diplomacy has now put the West in a position to demonstrate its real order of values. Law is prior to wealth. Whether the demonstration succeeds, and whether Egypt is therefore to prosper or go broke, is now up to Nasser.



Or womanio most important accessory is a well-dressed man.





(A) Mark I, Twin-console 3-speed phone-AM-IM radio-tape recorder. Natural would in mahogany for h 161811) \$1600. (B) Mark II, 4 - d phone AM-IM radio. Cherry finish (shown), A.sq. Modern in light raft oak finish or natural walnut; Traditional in mahogany finish (7H12) \$750. (C) Mark III. 4-q c. f process mahomany, maple (shown) or night raft oak, (\*1113) Mail \$325.

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Now switch on one of these new "Victrolas" —any one. You're in another world—a world filled with the richest, most realistic sounds you've ever heard from a High Fidelity instrument.

What's behind these new sensations in sound by RCA Victor? Years of experience—and the latest discoveries by the world's finest sound engineers. "Victrola" is a complete, laboratory-balanced High Fidelity system. Most play four record speeds—most have 3 or more speakers for true Panoramic Sound. All are ready for you to plug in and play. There are even three models engineered for the addition of a "Victrola" Stereotape Player. That way, you can enjoy true Stereophonic Sound from two 3-speaker sound systems at a lower cost.



(O) Mack III D. 4-speed phono-AM-PM radio-tape recorder. Finishes, mahogany (shown) arbitrations (. III 3) Mah. \$179.95. (E) Mark II 4-speed phono-Finishes, mahogany, maple of black mak (slown). With brass legs ("III 5) Mah. \$139.95. (G) Mark III Portable September of black mak (slown). With brass legs ("III 5) Mah. \$139.95. (G) Mark III Portable September of black mak (slown). With brass legs ("III 5) Mah. \$139.95. (G) Mark III Portable September of black mak (slown). With brass legs ("III 5) Mah. \$139.95. (G) Mark III Portable September of black mak (slown).

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But the proof is in the seeing and hearing. Why not do both as soon as possible a You'll agree you've never felt music like this before!

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CAMDEN 8 NEW JERSEY & RCA trademark for record and tape players.





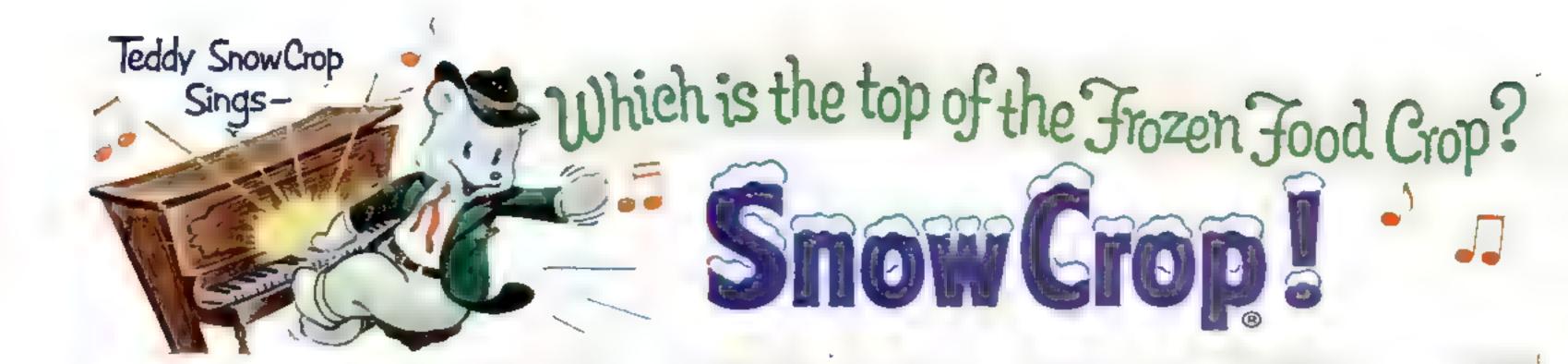
Panoranic Speaker System has minimum of 3 speakers to diffuse sound throughout room.

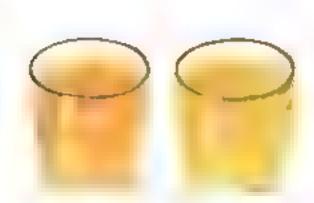
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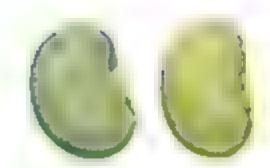
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Multiple speakers,
Model 7H145.





"COMPARE my Snow Crop Orange Juice (far left) with ordinary frozen juice, Mine is the 'Whole Orange' Orange Juice, with all the vitamin-rich 'meat' of the Whole Orange."



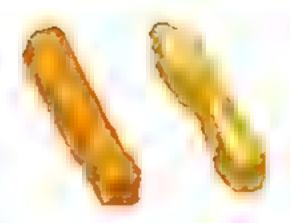
"COMPARE my Snow Crop Lima (far left). It's plump, deep green, sweet and tender. Never thin, pale or dry. Get Snow Crop Fordhook or Baby Limas. They're the top of the Lima Bean Crop!"







"COMPARE my Snow Crop Broccoli (left) with ordinary. Imp, ragged broccoli. Mine is greener, firmer, tenderer, top to bottom. Try Snow Crop Broccoli. You'll agree it's the top of the Broccoli Crop!"



"COMPARE my Snow Crop French Fries (left). They're made from finest Idaho potatoes... firm, mealy, crisp and golden—never lump, soggy, blemished, They're the top of the Potato Crop!"



"COMPARE my Snow Crop Spinach at left with ordinary spinach. Snow Crop Spinach is the greenest and cleanest, with stems removed—never muchy and discolored. It's the top of the Spinach Crop!"

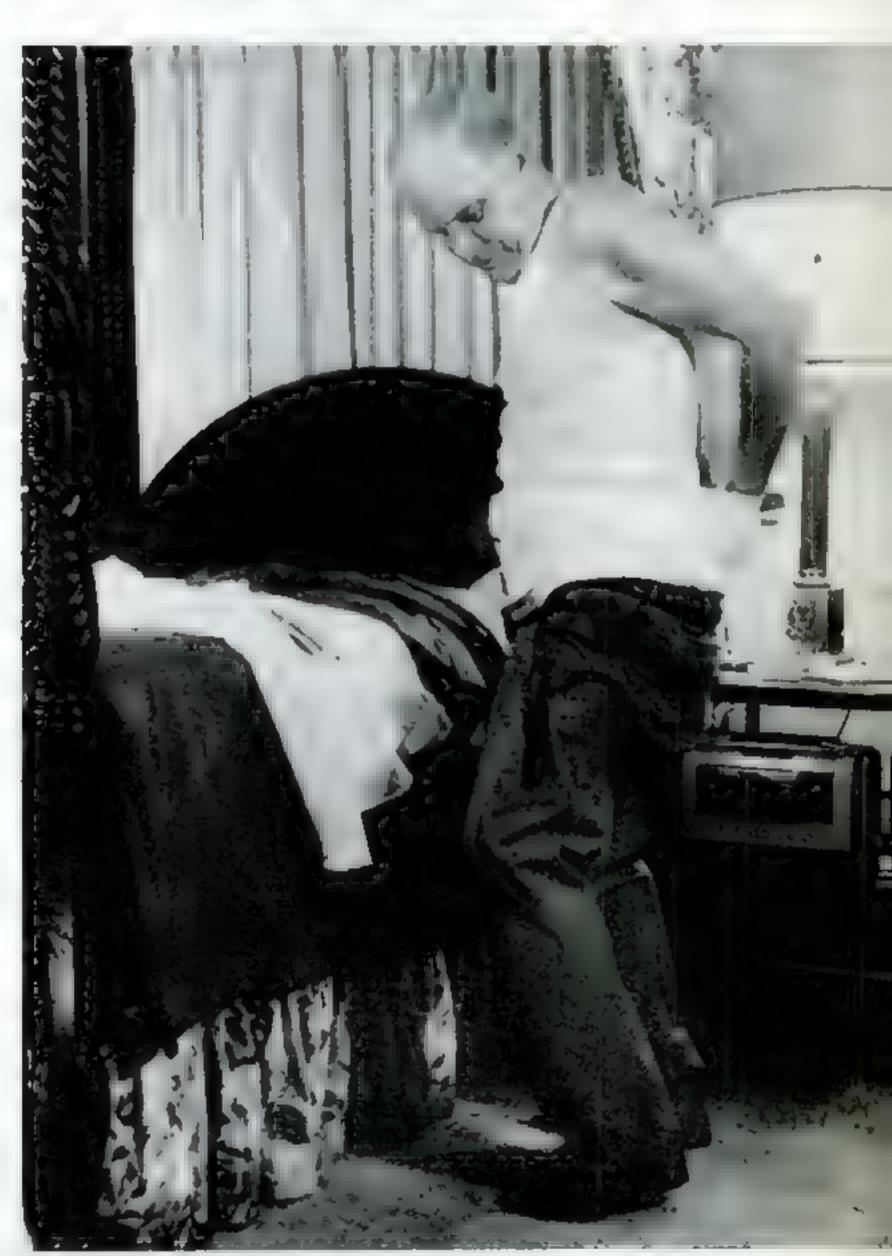




His Excellency the Governor of North Carolina

# HE SHOWERS PRAISE ON TARHEEL WARES

Luther H. Hodges, the dignified and able governor of North Carolina, usually showers with his clothes off and prefers privacy when he dresses in his bedroom. But Governor Hodges is a man with a missic i and to further it he is perfectly willing to indulge in a little gubernator of berse-play. North Carolina, the largest-producing industrial state in the south east and the most heavily populated, still ranks low in average percapt a meome. Eager to promote the expansion of small in lustry and thus ensployment, Hodges is sponsoring a plan which tells his fellow Tarbeels the maintold local opportunities for more versable production. As these pictures show, Governor Hodges ofters the most telling test meny of all in his lively display of homesmanufactured and homesglown products.



INDIGENOUS DRAWERS from Asheboro N.C. are adjusted by Helges. Bed is handmade product of state which makes more wooden furn ture than any offer

■ SARTORIAL SHOWER finds governor getting wet up quick crord synthetic fabrics made in North Carolina Carnation was green in capital city of Raleigh.

# Wim.



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Complete this jingle and you may be the lucky winner!

For making towels sparkling clean . . get "Januy" Map today.

Suggested last line.

(Pads sandlize, deodorize, then quickly flush away.)

These facts may help you: "Jonny" Mop is the world's only disposable toilet mop. Cleanser-filled pad slips onto permanent "Jonny" Mop handle. It sudses, deodorizes, does a complete cleaning job. Nothing else is needed! When you're finished, spread handle, pad drops off and flushes away. Guaranteed not to clog drains or harm

flushes away. Guaranteed not to clog drains or harm septic tanks. Handle rinses clean and stores dry. No germy brush or wet hands when you clean toilets the modern, sanitary "Jonny" Mop way!

Get entry blank at your favorite store today! Contest clases November 30, 1956.

COMBINATION OFFER—"Janny" Mop handle and package of refills
Regular \$1,27 value. Only 98c.

\*Subject to state and tederal regulations.



#### North Carolina Governor CONTINUED



CAROLINA CAT FOOD, manufactured from fish scraps in Beaufort N.C., is dished out by the governor. Seafood production in the state, including the food being fed executive mansion kitty, is valued at \$9.5 million annually.



out by the governor, whose mouth is full of clothespins made locally.



LAZY LACES from Charlotte are made of elastic, allow Hodges to remove shoes without unitying them,



LOCAL LURE gets hung up in the governor's trousers as he casts from a boat made in state's coastal area.



HOME REMEDIES in the form of headache powders from Durham and chest rub from Greensboro are sext-administered by the governor after a trying day. His blanket, sheets and pulnwease are also manufactured in the state.



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Yes... they're pretty. Yes... they're fashionable. But the wonder of these new Red Cross Shoes for fall is the way they feel on your foot. Like part of your foot as you walk. No binding. No gapping. Just wonderful give and take to make your step flowing, beautiful, incredibly easy. The secret magical elasticizing where it does the most miraculous things for a shoe. And for you.

Largest selling brand of fine footwear in the world, Styles from  $\,9^{95}\,$  to  $13^{95}\,$ 



This PRODUCT HAS NO CONNECTION WHATEVER WITH THE AMERICAN NATIONAL RED CROSS
There show are manufactured and distributed as Gold Gran Shoes in Canada by B & L Shoe, Ltd., in England by Semeral Brow., Ltd., in Australia by "Cold Gran Shoes" (Ann.) Pry. Ltd., in Small Africa by Eddels (S.A.), Ltd., in New Zealand by Duckworth, Turner and Co., Ltd.,

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We can do this because we deliberately aim to insure careful drivers only. And because sales cost, including the agent's commission, is not added into your premiums year after year. Instead, it's covered by an initial membership fee, paid once and only once ... when you first take out a coverage.

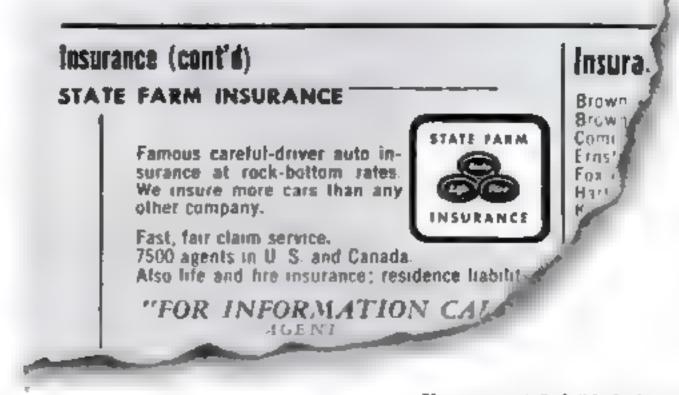
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# CENTRAL'S NEW TRAIN, 'THE XPLORER', USES SINCLAIR OIL

Tomorrow's train is here today on the rails of the New York Central. The glamour-coach "Xplorer" train is one of two new lightweight, low-center-of-gravity trains the Central has put into service this year. Lithe, lean and more economical to operate, it gives you a smoother, more comfortable ride. Running between Cleveland and Cincinnati,

"The Xplorer" is capable of a top speed of 120 miles per hour. To protect and lubricate the high-speed engine of "The Xplorer" calls for a tough, dependable oil—that's why the Central chooses Sinclair. In fact, over 100 leading U.S. railroads rely on Sinclair Lubricating Oils—top tribute to their quality, dependability and economy.



TANK CAR LOADS of finest lubricants are required by America's railroads. Sinclair research scientists work hand-in-hand with railroad technicians to develop new lubrication ideas and oil-additives which guard against friction and wear, help keep famous passenger trains and fast freights on schedule.



FOR YOUR CAR, the same modern Sinclair research and refining skills that produce reliable oils for leading railroads, provide you with Sinclair Extra Duty Triple X. Specially compounded for the new high compression engines, this new multi-grade oil gives complete protection, from cold engine starting to hot highway driving.



ADDS POWER YOU CAN PEEL! Because new Sinclair Extra Duty Triple X cleans your engine as you drive, it actually adds power you can feel. It cuts harmful corresion, wards off wear, helps prevent power-wasting "knock". See your nearby Sinclair Dealer today for new Sinclair Extra Duty Triple X Motor Oil.

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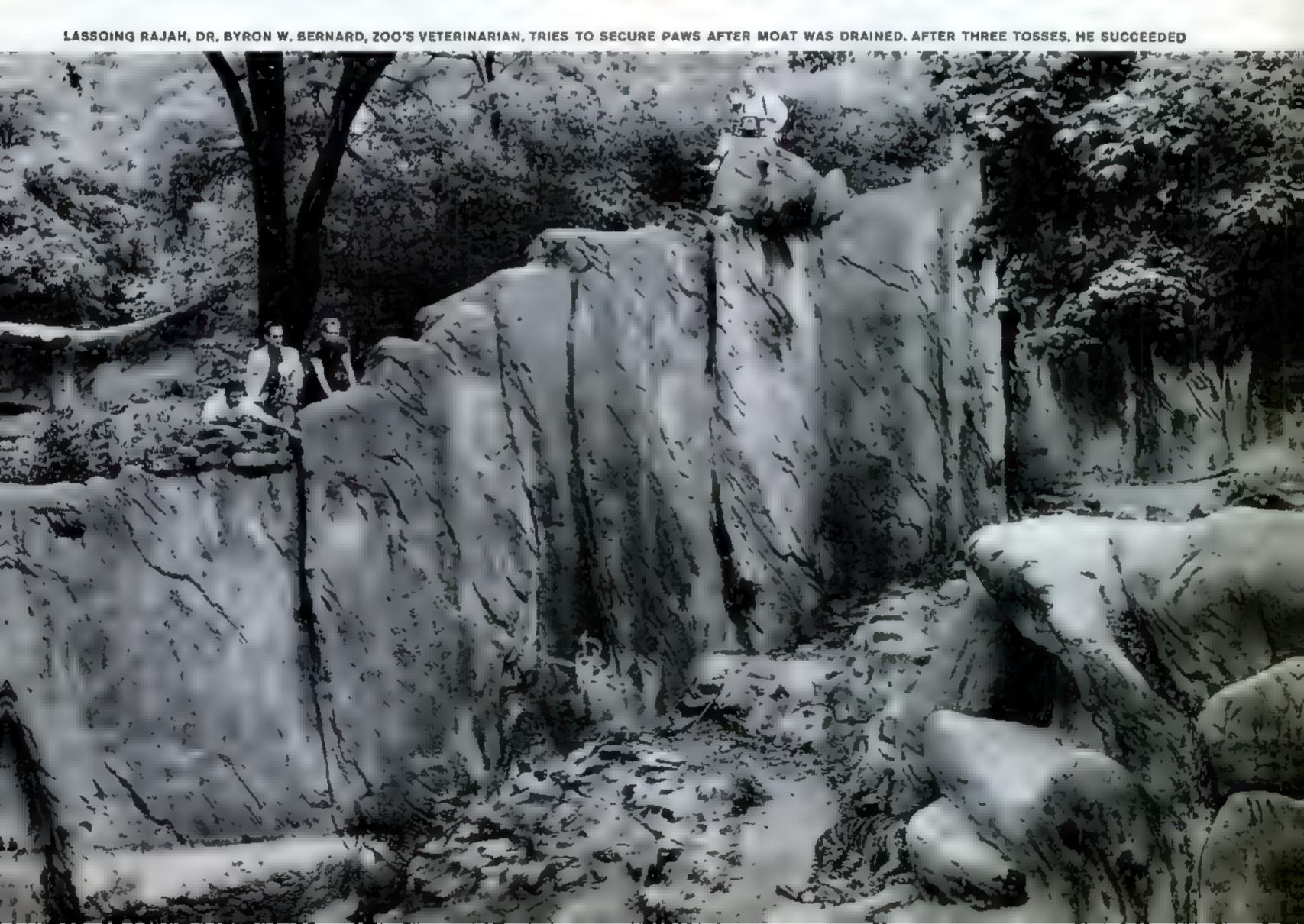
CINCINNATI'S 500-POUND BENGAL TIGRESSES, SONYA (LEFT) AND INDIA, PACE THE ROCK LEDGES ABOVE THE ZOO MOAT WHERE THEY GANGED UP ON RAJAH

# MAULED MALE IN TIGER MOAT

A visitor came rushing into the Cincinnati zoo office velling. "Two tigers are trying to drown the other one." The zoo keepers paid no attention because the three tigers housed together in their outdoor grotto were always playfully mailing each other. But when the next excited report of a fight came in, Superintendent Clarence White rushed over to the grotto. There

the two female tigers had Rajah, the male, down in the moat, one at his throat and the other holding his hind legs.

White promptly opened gates to the inner den. The females, thinking this meant feeding time, let go of Rajah and went inside. The moat was drained but the keepers did not dare try to treat Rajah until they had tied him (below).





TRUSSED TIGER has helpless as Dr. Bernard injects an anestactic in his hip and Superintendent White cautiously holds tail to prevent its lashing. When the drug had taken effect, the doctor examined Rajah, found his windpipe punctured and one lung already collapsed. Carried to the basement of the bon house, he died

in a few minutes. Zoo off-mals could not explain the sudden fight. In the wild state the male and female tigers live apart except during a brief mating period Rajah and the females, however, had gotten on well at the zoo. Though they had never bred they generally were friendly during the four years they lived together.

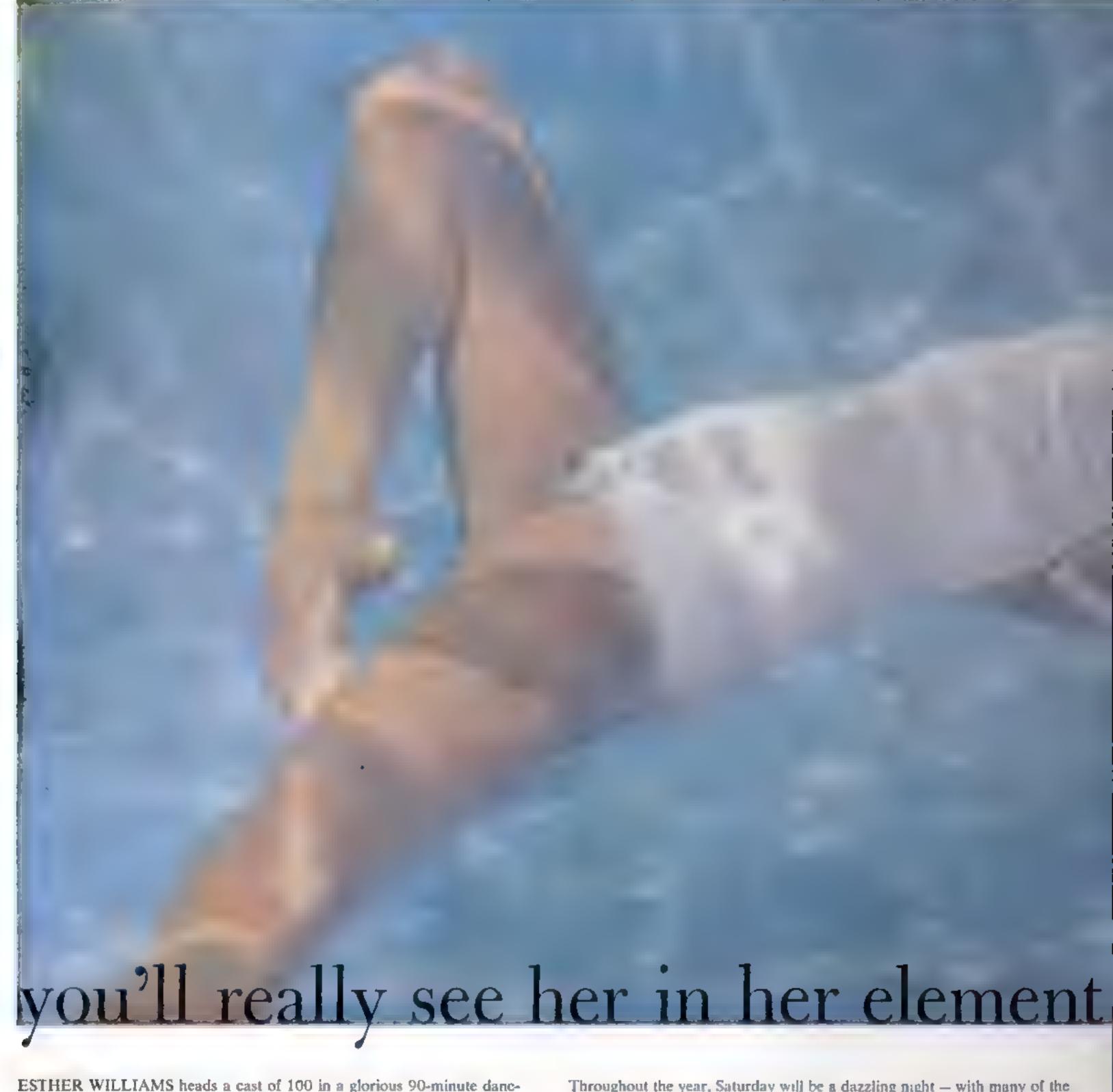


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Photography by Lealis Gill

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ESTHER WILLIAMS heads a cast of 100 in a glorious 90-minute dancing-swimming-singing Aqua Spectacular! That's TV news of headline size. But add Color — NBC Big Color — and you've got an event that you, your whole family and all your friends will thrill to. It will light up your TV screen on Saturday evening, September 29th, over NBC Television.

Beginning with the Esther Williams Aqua Spectacular, the new season's Saturday-night Spectaculars will be seen every fourth week. You can enjoy them, of course, in black-and-white. But for a truly exciting new kind of experience in TV-viewing, see them by all means in NBC Big Color.

Throughout the year, Saturday will be a dazzling night — with many of the Perry Como and George Gobel shows coming to you in Color.

There's plenty of NBC Big Color on tap every night of the week, and during the daytime, too! But if you've never seen Color TV, then Saturday, September 29th, is the time to take your first breathtaking look.

Exciting things are happening every night on





# The Start Helping Your Child Grow Bigger and Stronger 12 Ways with WONDERB

# Note The 12 Ways Wonder Bread Contributes To An Adequate Diet And Thus Helps Your Child Grow Bigger And Stronger—

See Comparisons With Meat, Milk, Fish, Eggs And Other Foods

Your big problem in child nutrition is to get them to eat enough of the substantial foods 'they must have for normal physical and mental development.

Which means a well-balanced diet of protein, fat, carbohydrates, vitamins and minerals, such as come in meats, milk, eggs, fruit, green-leafed and yellow vegetables.

And Wonder Bread, which helps supply your child with protein for growth, carbohydrates for energy and many vitamins and minerals for normal development.



Measure And Weigh Your Child **Every 3 Months** 

**BUY WONDER BREAD TODAY** 

ALSO SERVE WONDER BUNS AND **WONDER BROWN 'N SERVE ROLLS** 



#### 12 Ways To Grewth

Wonder Bread contains 12 essential food elements that help your child grow normally.

The amounts of these 12 food elements in Wonder Bread are compared with similar amounts contained in other foods.

This does not suggest that Wonder Bread take the piece of these other foods. Or that your child is deficient in any of these elements, particularly cobalt, copper, zinc. and manganese.

However, the fact is Wonder Bread does contain each of the 12 food elements approximately in the amounts shown.

And, as leading nutrition specialists have pointed out, each one of the 12 is important in nutrition.

Thus, when you give Wonder Bread to your child, you know you are helping your child grow bigger and stronger 12 ways.

This suggests that you do 8 things:

- (I) Start your child eating 8 slices of Wonder Bread today.
- (2) Measure your child's height and weigh him today.
- (3) See how height and weight increase in 3 months; 6 months: each year.

#### Fresh And Tender

You should have no trouble getting your child to eat plenty of Wonder Bread.

Because fresh Wonder Bread has a tender texture and crust; a mouth-watering aroma. And - Wonder Bread makes perfect toast.

Get Wonder Bread fresh from your grocer today. And start helping your child grow bigger and stronger

12 ways. Copr., 1956, Continental Baking Company, Inc.

# WONDER BREAD NELPS BUILD

And A Sandwick Daily Supply:

1. MUSCIF. As much Protein as a serving of roast cirloin of beef.



2. BONES AND TEETIL AS much Calcium for bones and teeth as in a helping of cottage cheese.



3. BODY CELLS. As much Phosphorus for call metabolism as 1 egg.



4. SLOOP, As much Iron for rich red blood as found in 2 lamb chops.



5. APPETITE. As much Vitamin B, to help maintain appetite as supplied by a serving of fried liver.



b. GROWTH, As much Vitamin Be for growth proccease as S slices of yellow American cheese.



7. BRAIN. As much Niseln to help maintain mental health se 6 sardines.



5. EHERGY. As much Energy as supplied by the carbohydrates, fat and protern of % glasses of milk.



RED CELLS. As much Copper for hemoglobin generation as 1 banans.



10. VITAMIN B12, As much Cobalt for Biz synthesis as 1 serving of green peas.



II. PROTEIN DIGESTION. As much Manganese to aid ensyme activity for protein digestion as a liberal serving of lettuce.

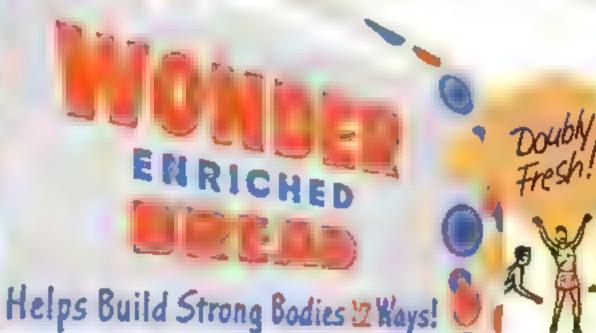


12. TISSUE RESPIRATION As much Zine for ensyme formation to aid tissue respiration as 214 tablespoonfuls of pes-

nut butter.



\*This amount consumed daily is not substitute from a nutritional standpoint for the total nutritional values of the various foods listed.

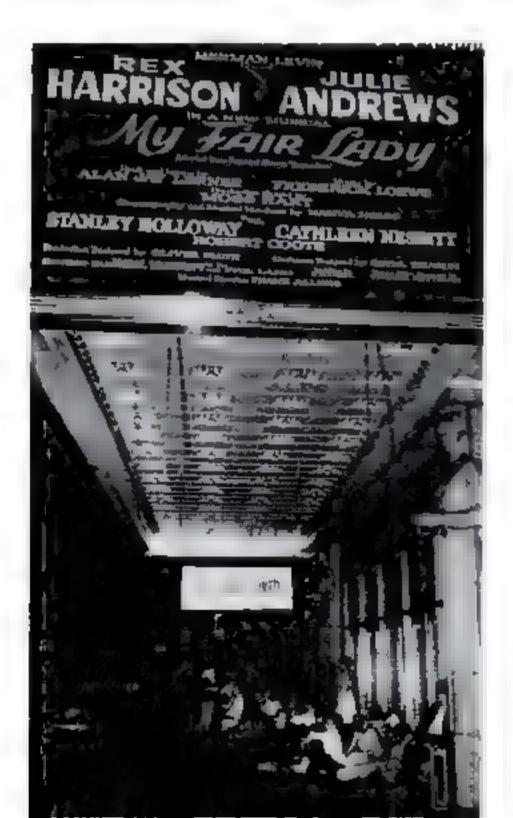




PEOPLE SPRAWL ON BLANKETS, CONDUCT SLEEPY CAME OF SCRABBLE AND PLAY

# Night Watch for 'Fair Lady'

#### CUSTOMERS CAMP OUTSIDE BROADWAY THEATER FOR HIT SHOW TICKETS



In all Broadway history nobody remembers such a waiting line as appears nightly outside the Mark Hellinger theater where My Fair Lady is playing and turns West 51st Street virtually into a gypsy camp. Showing up with blankets, lunch baskets and games to while away the long night hours, customers start to fall in line about midnight, waiting for the box office to open at 10 o'clock and sell 30 standing-room tickets for that night's performance. The price for standing room is \$3.45. People who want to see Fair Lady sitting down usually have to wait six months or pay black market prices of up to \$50 a seat

One persistent girl joined the line on five different nights, trying to reach the ticket window before the day's quota was sold out. Some people make a business of getting in line early in order to sell their advanced positions to late-comers for as much as \$20. And once in a while (pp. 68, 70) someone gets a lucky break.

AT DAWN more people are in line than tickets available. But the hopeful hang on,



AFTER DAYBREAK Mimi Pugmire from Pocatello, Idaho takes husband's place, gives him baby.



"For me it's got everything ... sure makes swell salads!"
says Yogi Berra

star catcher of the New York Yankees, and three-time winner of the American Laugue's Most Valuable Player Award (1955, 1954 and 1951)

# Yogi Berra really goes for Kraft's new Italian Dressing

Have you tried it yet? Toss Kraft Italian with any salad greens. So easy. So fabulously good. Golden-clear oil and vinegar—seasoned with rare herbs, fresh spices, a bright touch of garlic. See how it clings to the salad makings, coats every bite with tessing flavor. Why wait? Taste new Kraft Italian Dressing tonight!

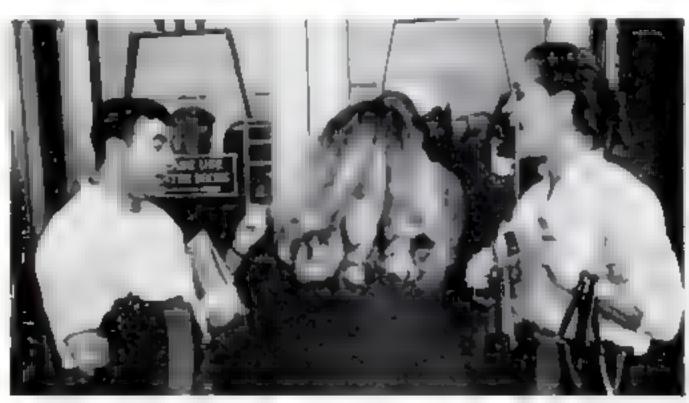


#### NIGHT WATCH CONTINUED

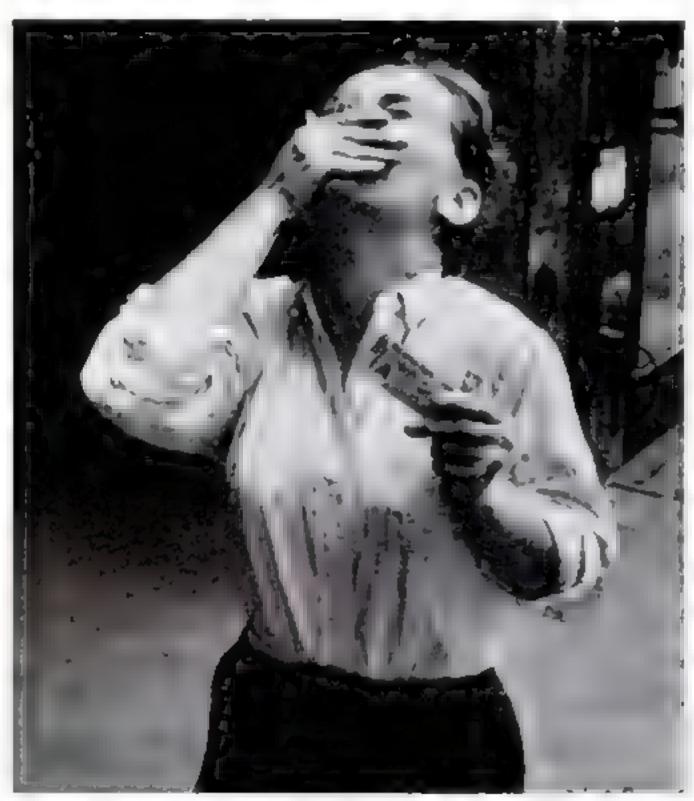
## CYNDY GETS A WINDFALL



FIRST TICKET is sold at 10 a.m. to Cyndy Szekeres, 22, who arrived at 6-45 and bought her place at the head of the line for \$10 from earlier arrival,



BIT OF LUCK befalls Cyndy when Norbert Schoen (left), who waited nine hours to buy a ticket, agrees to sell it at cost to Cyndy who needs two.



KISSING EXTRA TICKET sold to her by Schoen, Cyndy leaves theater. The hox office will sell only one standing room ticket to each customer.

# Now! \$2,500 of Straight Life Insurance for only \$4\frac{10}{2} a Month! (at age 30)

# Lower Rates than Any Leading Non-Participating Company in the United States!\*

#### No Salesman Calls . . . You Examine the Policy Without Cost or Obligation

PATRIOT'S money-saving "direct-to-you" plan now makes it easier for you to own life insurance . . . brings you \$2,500 or \$5,000 of straight life at remarkably low rates.

Just look at the table below for Patriot's low, low rates! At age 30, for example, you can have \$2,500 of straight life insurance for only \$4.10 a month—or \$5,000 for only \$8.20 a month; even less if you pay quarterly, semi-annually or annually. Whatever your age and whichever payment plan you select Patriot's rates are lower than those of any leading non-participating company in the U. S.

Straight life is America's most popular form of life insurance. Patriot's straight life policy brings you \$2,500 or more of family protection plus double insurance in case of accidental death as defined in the policy plus generous cash and paid-up values. For instance, a \$5,000 policy issued at age 30 would have a 20th year cash value of \$1,404.35 . . . or you could stop paying premiums and have a fully paid-up policy for \$2,560.00.

And it's so easy, so simple, to obtain your policy under Patriot's unique approval plan. No salesman calls on you. You deal directly with Patriot - an established, progressive company.

No medical examination is normally needed for a \$2,500 policy if you are age 50 or under... or for a \$5,000 policy if age 45 or under. If you are over age 50 or want a larger policy, a simple examination will be given without cost to you, at your convenience.

#### Here's How You Obtain Your Policy on Patriot's Ten-Day Approval Offer!

Now you can see for yourself - without cost or obligation-exactly what this policy contains, and how it meets your needs.

Here's all you do: simply fill out the application printed on this page, and return it to Patriot. If you're accepted, we'll send your policy promptly on a 10-day no-obligation basis. After you have read it, either return it within ten days or send in your first premium payment.

Surely you owe it to yourself to investigate this unusual offer . . . particularly when you can do so without cost or obligation. Mail the application now and at the same time ask for additional applications for other members of your family!

\*Based on published rates for similar policies issued by the top 50 such U. S. componies, ranked according to amount of insurance in force

### STRAIGHT LIFE INSURANCE

WITH DOUBLE INDEMNITY TO AGE 65

Rates Per \$2,500 Policy (For \$5,000 multiply these rates by 2)

Four Convenient Payment Plans - Select the one you prefer

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# PATRIOT LIFE INSURANCE COMPANY AND COMPANY

ONE PARK AVENUE, NEW YORK 16, NEW YORK

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#### **Facts About Patriot**

- 1. A Legal Reserve Company operating in 46 states (not Kansas or Wisconsin), the District of Columbia and Rawais.
- 2. Over \$900,000,000 of reinsurance and insurance in force.
- 3. Capital and surplus over \$10,000,000.
- 4. More than \$3,000,000 paid out as death benefits last year.

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NO OBLIGATION -- NO SALESMAN CALLS!

Simply fill out the application printed on this page and return it to Patriot. If you are accepted, we'll send you your policy promptly on a 10-day no-obligation basis. After you have read it, either return it within 10 days or send in your first premium payment. In other words, you pay nothing until after you receive your policy and decide to keep it.

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#### PATRIOT LIFE INSURANCE COMPANY

ONE PARK AVENUE, NEW YORK 16, N. Y.

(Use this application for ages 15-65 unity. Please print necessary.)

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The above ensures are complete and true, and any physicien who has examined or treated me is authorized to disclose any information thereby acquired. I agree that the insurance will become effective only when, while I am is good health, a policy is delivered to me and the first promium is paid in full and accepted by the Company. If the policy delivered differs from that applied for, this application shall be for such policy, except that no change shall be made as to amount, classification, plan or benefits, unless agreed to in writing by me.

***	4.1	+	+	,	19	Signed:	*****	 	**********
10-127						•		 	179

# Allergic, Problem Skin?

Super-mild Physicians' and Surgeons' Soap Method Clears, Softens—OFTEN IN 5 DAYS!

AMAZING RESULTS IN CASES OF ACNE • DRY, FLAKY SKIN • BLACKHEADS COSMETIC RASH • INDUSTRIAL DERMATITIS

How wonderful to see blemishes fade... even dry, sensitive skin awaken to a soft, healthy glow in such an amazingly short time! Yet these are the wonders you may discover with this super-mild, medicated facial snap! It often clears and softens "problem skin" in as little as 5 days!

Called Physicians' and Surgeons' Soap, it's mild as a soap can be—contains only pure vegetable oils, no animal fats. Yet it is effectively anti-bacterial, as you use it continually, kills up to 95% of the germs which cause skin irritations and infections. Used widely by stage and film stars whose skin must stand the test of close-ups despite the wear and tear of constant heavy make-up. Made since 1888 to the exacting demands of physicians and surgeons.

If your skin is extra-sensitive, allergic to cosmetics or ordinary soaps, try time-tested Physicians' and Surgeons' Soap. Enjoy new skin loveliness, comfort! At all druggists.

#### THE PERFECT PAIR FOR SKIN CARE

1. Physicians' and Surgeons' Soap...To cleanse and "degerm" sensitive skin, without irritation. Makes slathers of lovely lather!

2. Surgeons-Lotion...To soothe painful burning, itching skin, Softens as it heals. No medicinal odor. Won't stain skin or fabric.

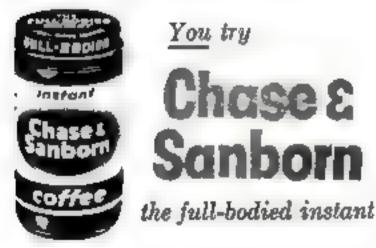
Pharma-Craft Company Batavia, fillipois

# REMARKABLE COFFEE



Said a clever young wife to her grocer.

"One jar just won't do,
so I'd better take two—
This Full-Bodied Instant sure goes, sir."



ABOTHER FINE PRODUCT OF STANDARD BRANCE INC.

#### NIGHT WATCH CONTINUED



HIDING TICKETS, planned as a surprise gift, Cyndy and companion Bell Bollinger go to Brooklyn home of close friend, Mrs. David Schuman (center).



HAPPY RECIPIENTS of Cyndy's gift, Mr. and Mrs. Schuman were especially touched because she gave tickets on day of 18th wedding anniversary.



GRATEFUL Ht G is given to Cyndy by Schuman, who later reported to her that he and his wife loved My Fair Lady. Cyndy herself has never seen show.



# Open up your nose-BREATHE AGAIN -SLEEP AGAIN!

Stop tossing and turning on those nights when a stuffed-up nose keeps you from falling asleep. Use Vicks Va-tro-nol® Nose Drops! A few drops up each side of your nose, as directed in package, and ... your nose opens in seconds. You can breathe again!

Nothing works like Vicks Va-tro-nol Nose Drops to open a stuffed-up nose. Use it! Breathe again! Sleep again!

# VICKS VA-TRO-NOI



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Corn, Callous, Bunion Pain Stops!

NERVE DEEP

No waiting for relief when you use Dr Scholl's Zino-pada, They stop pain at its source ... ense new or tight shoes . remove corns, edicates one of the quickest ways known to medical science, New skin-matching color; worn invisibly Try them! At Drug, Shoe, Department, 5-10¢ Stores.







Complete with carrying case, automatic slide changer, Slide Editor and 35-slide magazine.

### It's New!... It's an Argus Automatic!... It's Only \$6250!

Here's the slide projector with an exclusive new optical system to show your color slides bigger and brighter. See it today. Most dealers offer budget terms... as little as \$6.25 down.

You've photographed the big moments of your life in color. Now relive them again and again—big as life and just as colorful—with this all-new Argus Automatic Projector!

A new, advanced optical system delivers more light through the wide-angle lens to give you pictures uniformly bright and clear, from corner to corner. No dimmed-out edges or "hot" spots.

And your slides are so easy to show. A quick push-pull of the operating handle positions each slide for perfect viewing, returns it to the magazine in order, and automatically advances the next slide. A convenient new Slide Editor lets you preview slides before you file them in the magazine. And a powerful yet silent blower keeps projector and slides cool—even during the longest showings.

To see your color slides in a beautiful new light, see the all-new Argus line of 300-watt projectors at your dealer's now.

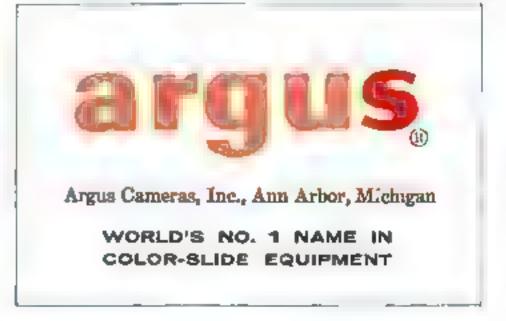
New Remote-Control Power Unit, for any Argus Automatic, runs the show by push-button from anywhere in the room; \$24.50. Other Argus projectors from \$39.50.



Files and safeguards slides! Aluminum magazines keep slides in perfect order. Metal frames protect them from dirt, amudges, dog-earing. Your fingers never touch transparencies.



Spectacular picture quality! A powerful, 4-inch wideangle lens gives you big-as-life pictures that let the whole family enjoy the show—even in smaller rooms where projection space is limited.





Newest fashions in Fiberglas: light bright colors touched with gold.

# Washable! And absolutely

Fiberglas\* curtains and draperies wash and hang

No broning! No braning at all! No-not even a touch! Fiberglas curtains wash and hang in only 7 minutes . . . dry as billowy-white as the day you bought them . . . without a touch of ironing. Think of the time and work you'll save! If you've seen the new Fiberglas marquisettes you know how beautiful they are! Just give them the gentle care you give lingerie and they'll stay brand-new looking their whole life long.

Yes! Fiberglas draperles dry fresh-as-new every time! Beautiful as Fiberglas draperles are, they wash easily in your own home . . . dry sparkling fresh every time . . . never wilt . . . never need even a touch of ironing! Think of the dry-cleaning bills you'll save! Think of how fresh you can keep your Fiberglas draperles—always! See them at stores everywhere or consult your decorator.



But every style-traditional or modern-curtains or draperies-yes, even the lovely ruffled marquisettes-are easy to wash! never need froning!

## no ironing!

fresh as new.

Visit the new Fibergias Fabrics Shop in New York City. See a selection of the smart new Fibergias fabrics at 16 East 56th Street, New York City! You are always welcome!

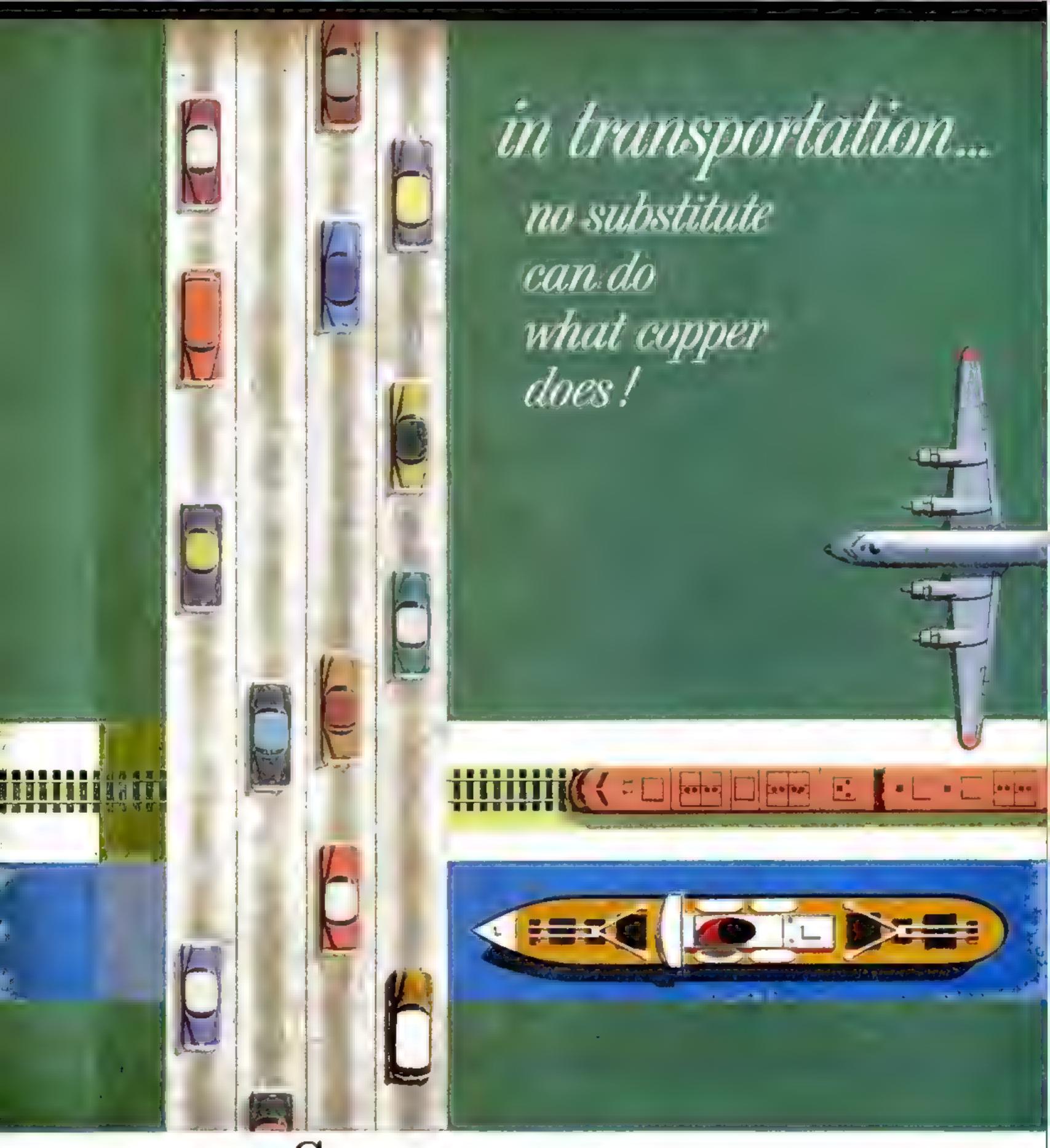
And—for real "inside" information—all the facts about Fiberglas—send for the same booklet being made available to decorators. Free, Write: Dept. 10-I-24, Owens-Corning Fiberglas, Textile Products Div., 598 Madison Ave., N. Y. 22.

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It's amazing the difference Fiberglas makes!

or M. Ray. O-OF Chap.



Copper carries electricity and conducts heat better than any other non-precious metal. so great an extent this supreme "workability" with the enduring properties of resistance to rust, corrosion, and wear. No effective substitute has ever been found with all the qualities of copper and its alloys...in transportation or in scores of other fields!



## Kennecott Copper Corporation



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# DELIRIUM OVER DEAD STAR

Moviegoers in morbid craze for the late James Dean insist that he still lives, send him more fan mail than any other actor gets and plead for souvenirs

by EZRA GOODMAN

THE U.S. is currently in the throes of a movie fan craze for a dead man that surpasses in fervor and morbidity even the hysterical mass mourning that attended the death of Rudolph Valentino in the dim past of the movies. The object of this posthumous adulation is James Dean (LIFE, March 7, 1955) who died at 24 in the wreck of his Porsche sports car a year ago this month.

Today, to the astonishment even of movie publicity men, Dean's popularity ranks him with the very top Hollywood stars, living or dead. Last fall the movie audience poll conducted by the Council of Motion Picture Organizations voted him its award for the best performance of the year by an actor and at least one fan magazine rates him No. 1 in a popularity poll of its readers.

Up to 8,000 fan letters a month are addressed to Dean, more than go to any other Hollywood name these days. Most of the letters are from teen-agers and most contain requests for photographs. A good many letter writers want something that belonged to Dean, from a lock of his hair to a piece of his smashed car. "I was wondering if you would send me a piece of his clothing," pleads one fan, "just a piece, so I will have something. Even if it's just a piece of his hair when he was small. I don't care what you send just as long as it is something."

Thousands of the letter writers doggedly insist that Dean cannot be dead. They speak of "immortality," "reincarnation," "resurrection." There is a widespread theory that Dean did not really die in



# CARTERS Paper-Sticking Adhesives

Carter's makes a fine adhesive for every papersticking job in home, school or office.

Four of Carter's Paper Stickers are shown here. Any good dealer can tell you which is best for your sticking job.

So, when you're "pickin' for easy stickin'", ask for Carter's every time!



...and as clean too!



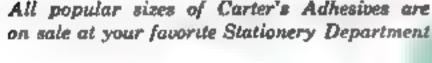
Carter's Cico Paste . . . the thinner you spread it, the better it sticks.



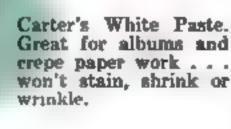
Carter's Mucilage . . . Clear and strong for heavy paper sticking jobs.



Carter's Rubber Cement is clean, won't wrinkle thinnest paper. Excess rubs off your fingers and paper in a jiffy.







Since 1858 specialists in Fine products for Office, School, Home and Industry: Carbon Paper; Typewriter Ribbons; Adhesives; Stamp Pade and Inks; Duplicator Supplies; Writing, Drawing and Indelible Inks; Eradicators; Artist Colors; Marking Devices and Inks.

® THE CARTER'S INK COMPANY, CAMBRIDGE 42, MASSACHUSETTS



IN "EAST OF EDEN," his first major role, Dean portrayed a moody, uncertain youngster in love with Julie Harris. The picture made Dean a star, though the critics' opinions of him were mixed. One called him "a chiesy, unconfortable lad" while others enthusiastically compared him with Marlon Brando.

#### DEAN CRAZE CONTINUED

the auto crash but was so badly disfigured that he is living out the rest of his life in a sanatorium. This rumor has been spurred on by the fact that Dean was laid to rest in a closed casket and hardly anyone saw the body. Many fan letters address Dean as if he were still alive.

"Jimmy darling," reads one, "I know you are not dead, I know you are just hiding because your face has been disfigured in the crash. Don't hide, Jimmy. Come back. It won't matter to us."

Another fan writes, "When James Dean was killed in that hor rible accident, it seemed like a big, black curtain had been drawn in my life. But he will never die, no, not the great James Dean. He can't." And again, "Someday I'll even meet Jim if the Lord wants me to. And I'm sure he won't object. There is only one thing I can't believe—that Jim is dead. I don't know why, but I just can't."

"DON'T SAY HE'S DEAD!" CRY MILLIONS OF FANS" is the only slightly exaggerated headline in one fan magazine. And from another movie magazine, "James Dean is a great star. We use the word 'is' because it is not proper to refer to immortal beings in the past tense—and James Dean is immortal."

#### Grist for a legend

A T the time of his death Dean had been seen in only one major movie, East of Eden, and had completed two more, Rebel il ithout a Cause and Giant. But there were already auguries of the cult that was to build up around him.

His death was front-page news. Actress Elizabeth Taylor, who had worked with Dean in *Giant*, was so distraught by the news that she checked into a hospital for several days. An unidentified young feminine fan, upon hearing of the accident, sped to the scene and scooped up some pieces of glass from the demolished Porsche to take home as souvenirs.

Dean's funeral in his home town of Fairmount, Ind., Oct. 8, 1955, attracted more people than the total 2,700 population of the community. The Reverend Xen Harvey delivered a eulogy entitled: "The Life of James Dean—A Drama in Three Acts." It ended with: "The career of James Dean has not ended. It has just begun. And remember, God himself is directing the production."

The Dean legend grew with the release of Rebel II ithout a Cause, a picture about juvenile delinquents. It included a suicidal "chicken run" sequence in which Dean and another youth race their cars to the edge of a cliff.

In both East of Eden and Rebel W ithout a Cause Dean was pretty much playing himself: a moody, insecure youth in search of understanding and love. In real life Dean lost his mother when he was 9. At 20 he came to New York, where he did some minor acting before he was cast in the role of the troubled Cal Trask in East of Eden.

Away from the camera he was growing up the hard way in a Hollywood where sudden fame had been thrust upon him. "I'm a serious-minded and intense little devil," he told an interviewer in a frank session during this period; "terribly gauche and so tense I don't see how people stay in the same room with me. I know I wouldn't tolerate myself."

He ran around with Maila Nurmi, a dark-haired, bony-faced actress several years older than he, who plays a Charles Addams-like



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A DISTINGUISHED PRODUCT PROM THE HOUSE OF BEAGEAS Good things cannot be hurried. Unlike many other gins, Seagram's Gin is given time for natural mellowing before it is bottled. It takes time to mellow 'the color of Seagram's Gin naturally from white to gold. But more important, time also mellows its taste to a soft, yet appetizing extra-dryness...to incomparable smoothness. Try it on your guests soon ... they'll be delighted with Seagram's Golden Gin.

SEAGRAM - DISTILLERS COMPANY, N.Y.C. 90 PROOF, DISTILLED DRY GIN, DISTILLED FROM AMERICAN GRAIN

# Bob Hope agrees:

# RUBBER-TO

America's finest Rug Cushion



At the right, actual photographs of 2 pieces of carpet, cut from the same roll, tested with the same number of revolutions on a U.S. Bureau of Standards regulation type carpet tester ... See the difference! RUBBER TOP is the most economical protection you can buy for your rugs and carpets. It provides maximum walking comfort along with redoubled life. Sturdy 44 oz. in Terra Cotta Red with patented rubberized waffled top, ribbed rubberized back and

Also ask your floor covering dealer about Allen RUBBER-LOC, America's Luxury Rug Cushion . . . 52 oz. Chlorophyll Green.

shock absorber center.

#### A Treat for Weary Feet

NOW AVAILABLE -

The Exciting NEW "Do-it-yourself" Carpet



Here's Proof

RUBBER-TOP

BY ALLEN MORE THAN

DOUBLES THE LIFE OF

RUGS AND CARPETS



GROWING DEAN LITERATURE now includes single-assue magazines devoted entirely to pictures and stories about him, published by four different firms, as well as dozens of articles in the regular movie magazines. The total sales of the special Dean magazines are approaching the two million mark,

#### DEAN CRAZE CONTINUED

character named Vampira on television. Dressed in black leather jacket, blue jeans and riding boots, he slouched into the Villa Capri restaurant, his favorite hangout, through the kitchen.

Dean's personality, offscreen and on, struck a tremendously responsive chord. Boys made him their teen-age champion, while adolescent girls reacted with a powerful combination of maternal and other urges. "He sure appeals to me," said a Hollywood starlet whom Dean dated. "I guess that's because I'm the type that likes to take in stray cats and dogs and he reminds me of that," Older men and women wanted to adopt him.

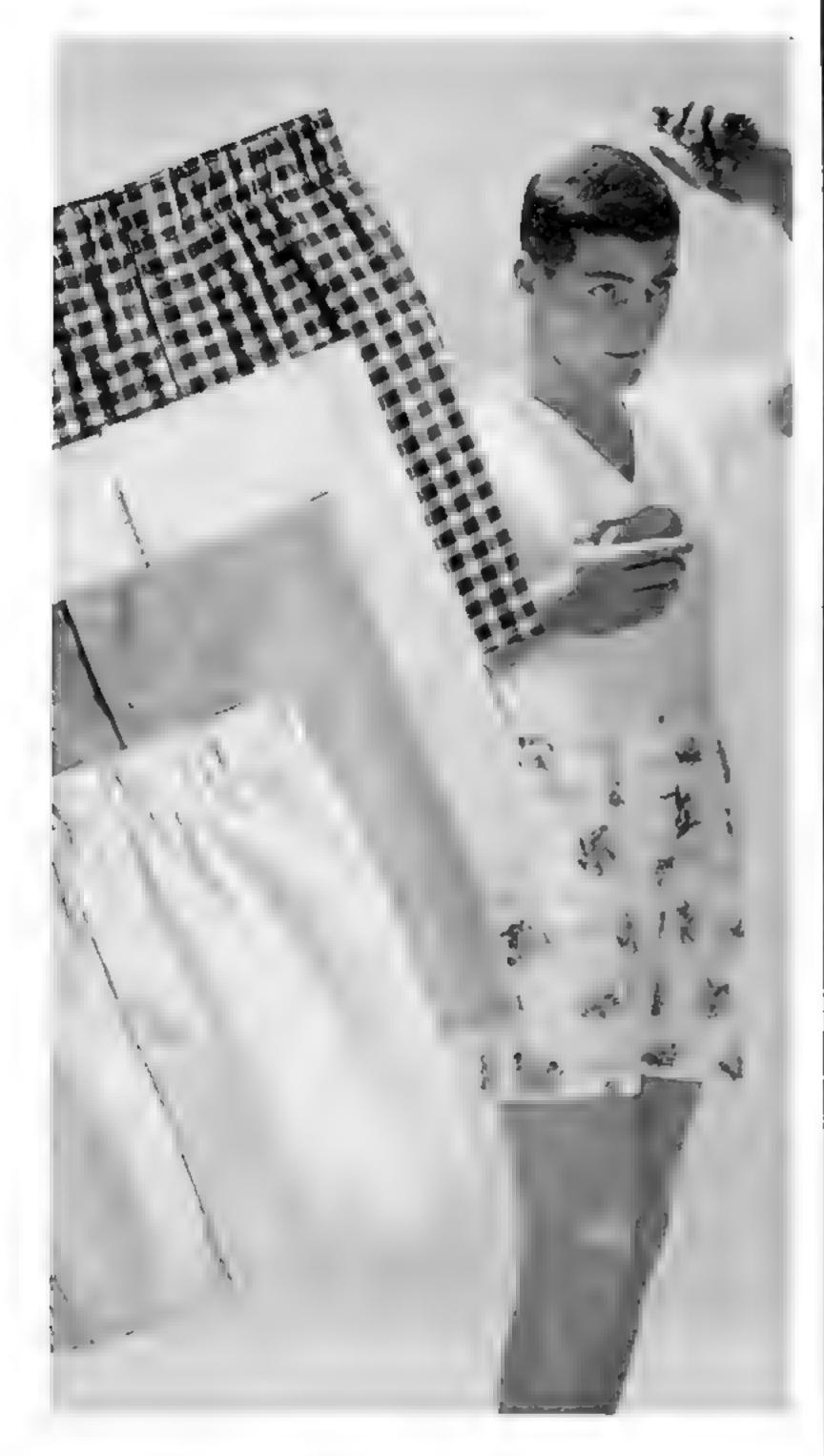
#### Birth of a cult

IT was only a few days after he finished Giant that Dean was killed and it was on that day that the Dean cult was born. With each showing of his movies it has swelled. By now the fan magazines are desperate in their search for new Dean material. Since their subject, alive or not, is not available for interviews, they have interviewed just about everyone about him, from his grandmother in Fairmount to the waiters at the Villa Capri, with an exhaustiveness worthy of research on the Dead Sea Scrolls, Some recent articles on him have included, "Six Unsolved Mysterics of Jimmy Dean's Death"; "The Jimmy Dean I Dated"; "The Man behind the Legend"; "My Friend, Jimmy"; "The Secret Happiness of Jimmy Dean."

Photoplay magazine, which ranks Dean No. 1 in its popularity poll, above such live actors as Rock Hudson and Tony Curtis, is running a three-part story on Dean by William Bast, who claims to have been his "closest and most constant friend." "He was my crazy roommate," rhapsodizes Bast, "moody, unpredictable. not yet sure of what he had, not yet ready for the role destiny had chosen for him."

Unpublished photographs of Dean are at a premium. "Exclusive: Last Unpublished Pictures of Jimmy Dean!" proclaims one fan magazine. Another announces just as decisively: "Exclusive! Jimmy Dean's Last Photos."

Photographer Sanford Roth, an old friend of Dean's who was trailing him in another car the day he died, has been offered large



## ARROW UNDERWEAR... feels as good as it looks!



Most men agree that underwear should be smart as well as comfortable. That's why more and more men prefer Arrow Underwear. They like its trim looks, its wide selections. They find solid masculine comfort in Arrow boxers, tie sides, and French backsall "Sanforized"-labeled. Shorts, \$1.50 up; Undershirts, \$1.00 up; "T" shirts, \$1.25 up; Guards, \$1.25 up.

Cluett, Peabody & Co., Inc.

ARROW - first in fashion



LAST FILM ROLE played by Dean was lead in Giant. Here Dean's face fills sereen in studio where musical score is being worked out by Composer Dimitri Tiomkin (standing), instrumentalists. Gunt will be released next month,

#### DEAN CRAZE CONTINUED

sums for the two shots he got of the dead actor in the smashed Porsche. "They will never be released," says Roth. "And nobody will ever see them. It was a ghoulish, horrible sight. I took them for one reason—if there was a question by the insurance companies or police as to who was driving."

Four special single-issue magazines have so far been devoted entirely to Dean: "Jimmy Dean Returns! Read His Own Words from the Beyond"; "James Dean Album-The Strange Mystery That Lives On": "Official James Dean Anniversary Book—How He Lived, How He Loved, How His Genius Flowered, Why He Died, Why He Lives On" and "The Real James Dean Story." Even the sports car publications have sensed Dean's reader appeal ("James Dean's Last Ride"; "A Great Actor Was on the Road to Becoming a Great Driver When Death Released His Heavy Foot from the Throttle").

Three books about Dean are in the offing, one by his father, another by Nicholas Ray, director of Rebel Without a Cause. Several movie versions of Dean's life are contemplated, and Elvis Presley, another teen-age idol, has been mentioned as a candidate for the role of Dean in one of them. But many Dean fans con-

sider Marlon Brando the best actor for the part.

#### Ballads and bric-a-brac

OR those who would rather listen than look, there are at least six records, including a "Tribute to James Dean" and music from the scores of his movies. The Ballad of James Dean is typical in its lyrics; it ends with,

> "Goodbye, my Jamie boy As they change the scene. Our voices join together, Goodbye to you, James Dean."

Lovers of the plastic arts can buy three-inch-high cast stone heads of Dean by Hollywood Sculptor Kenneth Kendall, for \$30 apiece. For \$5 Dean fans can get a life-size head of the actor, finished in a plastic that looks and feels something like human flesh. For more restrained as well as more affluent devotees a bronze edition retails for \$150.

The body and serial number plates of Dean's Porsche were stolen soon after the fatal accident and unverifiable rumor has it that the thief, armed with these proofs of ownership, has been profitably peddling old pieces of Porsche aluminum to fans as

real Dean auto souvenirs.

There have been hundreds of requests to Dean's studio for the red zippered sport jacket he wore in Rebel Without a Cause. The studio refers these writers to Mattson's, a Hollywood store where the original was purchased. As a result Mattson's has had a run on red zippered jackets (price \$22.95).

# Imagine... stealing Q-TIPS brom a baby!





Mother's putting on her make-up the glamorous 'Q-Tips' way.



Injured parties perk up when it's first aid with gentle 'Q-Tipe',



Dad has found the ideal "blotter" for water in the earl



Junior cleans his typewriter just right with 'Q-Tipe'!



Pets get the vet treatment: loving care with 'Q-Tipe'.



Debs who dazzle use 'Q-Tips' to polish their jewelry.



Grandpa's touch-ups with 'Q-Tips' hide furniture scars.



Dirt-chasers reach every nook and cranny with 'Q-Tipe'l

- - - - - क्रम्मान्य । प्रियानका विवासका विवास



The whole family's using 'Q-Tips', the original nursery swab. So don't borrow baby's—keep a box in every room. So handy all around the house!



I told our engineers...

# Design a Tire With Two Treads

a tubeless tire so strong and safe it will reduce accidents and save lives

By WILLIAM O'NEIL, President
The General Tire & Rubber Company

The new General Dual-90 is different from any tire anyone has ever seen. It has two treads. But it has a great many other differences that go far beyond mere appearance.

The advanced twin-tread design allowed our engineers to put 28% more rubber into the "shoulder" ribs. With more rubber at the shoulders to share the weight of the car, stability is greatly improved, especially at highway speeds. There is less sway and better control on curves. Cornering is safer and quiet. The better distribution of more

rubber also gives a smoother ride and improved mileage.

The tremendous body strength of the Dual-90 is the result of General's exclusive Nygen Cord. This is the strongest cord material known and, pound for pound, is stronger than steel cables.

Because of its high-mileage characteristics—extreme toughness combined with clasticity—General's Hi-Density Rubber, as used in the Dual-90 treads, applies a "squeegee" type of gripping action to the road, for quick, safe stops, whenever the brakes are applied.

These are just some of the highlights of this entirely new concept of a modern, accident-prevention tire.

The Dual-90 is so advanced and so unusual, I believe you will be interested in seeing it. On behalf of The General Tire Distributor in your community, I invite you to do so.

# GENERAL DUAL 90



NO FLATS FROM PUNCTURES. Not merely "poneture resistant", the Dual-20 permanently seals as it rolls. When the puncturing object is removed, no repair is needed. Safer, more convenient, especially in traffic and at night.



NYGEN CORD is the safest, most indestructible tire cord known. Pound for pound, stronger than steel cables. Nygen Cord is a General Tire exclusive. Here, a set of General Nygen Tires lifts a 16-ton track.



QUICKER STOPS. When brakes are applied, twin treads "squeegee" instantly, "Windshield wiper" action-traction goes to work across entire width of both treads, from the extreme edges of the massive shoulder ribs.



NEW CARS gain distinctive beauty. Multi-prism sidewalls, with curb scuff-guards, add permanent beauty to any car. Available at your Dealer's in 14-inch sizes for the new cars and in sizes for your present car.



TO MAKE FRIENDS

◆ Try this little trick next time you open a new bottle of Heinx Ketchup. Tilt it slightly and tap the neck of the bottle with your fingers to help the rich, thick ketchup pour out more easily. Then for a delicious cooking trick, stir some ketchup into a beef atew or gravy while it's summering. You'll see why everybody these days is cooking with Heinz Ketchup!

# Easy-going trick makes plain food great!



- Ketchup-Meringue Topping for Ment Pie-Heat oven to 350° F. (moderate). Add ½ tsp. salt and ¼ tsp. cream of tartar to 2 egg whites. Beat until stiff. Fold in ¼ oup Heinz Ketchup. Spoon over top of 4 hot individual ment pies. Bake 10 min. or until golden brown.
- Ham Loaf with Apricot-Tomato Sauce—Heat oven to 350° F. (moderate). Combine 1 lb. ground lean ham, ½ cup chopped onton, ½ cup chopped green pepper, 1 cup soft bread crumbs, 1 egg, ½ tsp. ground cloves, ½ tsp. salt, ½ tsp. pepper, Mix. Form loaf. Place in shallow pan, Add sauce of 1 cup apricot nectar, ¼ cup drained crushed pineapple, ½ tsp. lemon juice, ½ cup Heinz Ketchup. Bake 1 hour, basting often. (Serves 6.)





Everyday dishes get plenty of praise—when you add the world's favorite flavor to your cooking.

SIMPLE FOODS are simply scrumptious zested up with Heinz Ketchup! That's why so many clever homemakers are cooking with Heinz Ketchup. And it's a thrifty as well as a delicious cooking trick. For this exciting blend of Heinz pedigreed tomatoes, fine Heinz Vinegar and fragrant spices is so extra rich and thick it goes further. It adds a million-dollar flavor to plain dishes. Have a bottle of better-tasting Heinz Ketchup on the table, too!

You know it's good because it's Heinz!



WATCH HEINZ "STUDIO 57" AND "CAPTAIN CALLANT OF THE FOREIGN LEGION" EVERY WEEK ON TV



CUSTODIAN OF MEMENTOS Actor Nick Adams sits in his carefully guarded home with Dean items that he keeps in steel strongbox. They include tape recordings, scrapbook, hat that Dean gave Adams, phone book from town where Giant was filmed, woodcarving made by a convict serving a life sentence.

#### DEAN CRAZE CONTINUED

Just about anyone who ever had a nodding acquaintance with Dean is still subjected to a barrage of mail, telephone calls and sometimes personal visits from his fans. Julie Harris, who appeared with Dean in East of Eden, says that she gets letters asking her "what it felt like to be kissed by Jimmy Dean." Lili Kardell, a Hollywood starlet who went out with Dean, receives letters "wanting me to explain what our relationship was. My goodness, I couldn't possibly do that." But, "We were very, very close," she adds proudly.

Shortly after a scandal magazine ran an article accusing Vampira of causing Dean's death by "black magic" because he rejected her, the actress made some personal appearances at Los Angeles theaters. She says, "Jimmy's fans called out to me: 'Did you kill James Dean?' I didn't answer them." Vampira claims that she is in frequent communication with Dean "through the veil. Mostly he comes to me through the radio." It is, in fact, possible for fans to get Hollywood spiritualists to put them in touch with the ectoplasmic Dean for a couple of dollars.

George Stevens, director of Giant, has received letters ominously warning him not to cut out as much as one single frame of Dean from the film, "It's absolutely weird fan mail," says Stevens. "the most uncomfortable stuff I've ever read." When Photographer Sanford Roth was in Tokyo recently, a Japanese bobbysoxer wrote him five times that she had to see him. "She gave me a little packet with a poem in Japanese in it to put on Jimmy's grave," Roth says.

#### 'Send the wallpaper'

THE young actors who appeared with Dean in Rebel Without a Cause get bags of letters from fans "wanting to know all about Dean." Nick Adams says, "A lot of them ask me to write the governor of Indiana and the President of the United States to set aside a Jimmy Dean day and to go to the Academy Award people and see that Jimmy gets an Oscar. Some of the letters say they know I was at his funeral and did I actually see Jimmy? If you don't answer the letters, you can't sleep nights, they're such pleading letters. They ask me for anything Jimmy had, anything he came in contact with. They say, 'Send me anything Jimmy touched. If he touched a wall, send a piece of the wallpaper."

Adams found it impossible to answer all these letters personally. "So I wrote an article in a fan magazine addressed to all of Jimmy's fans. When the story came out, my mail went up 200 letters a week with more questions. I wrote another article. Now my mail's getting more. Some of them say they haven't been able to eat or sleep since Jimmy died. That's a year!"

Adams' worries are not only epistolary. He has a number of possessions that belonged to Dean, among them a scrapbook ("There's



### IF YOU WEAR MAKE-UP TO ATTRACT MEN READ THIS!

"I'm a man, and I know what kind of make-up men like to see on their women. I hate to see a woman's face masked with a coating that is obviously artificial. Her make-up should bring out and improve her own natural beauty. It should seem to blend with her own complexion.

"In my work at the studios, I have to make many lovely women even more attractive to men, and I know what I'm talking about when it comes to liquid make-up.

The best I've used is the new TRU-GLO, with PENELITE added for skin-nourishment. Try TRU-GLO the next time you need make-up. You will find that it blends wonderfully with your

complexion and adds considerably to your own personal loveliness."

> Sincerely, **WALLY WESTMORE** Head of Make-Up Paramount Studios



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the new magic ingredient that sourishes your skin as it beautifies. 59c plus tan; slightly higher in Canada



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DEAN'S GRAVE in Fairmount, Ind. cemetery attracts up to 500 visitors a day, mostly teen-aged girls but with many middle-aged women among them.

#### DEAN CRAZE CONTINUED

a clip about ways for a boy to get a dog and a poem about a lonely boy"), a tape recording of a chat Dean had with his grandfather on a visit to Fairmount, and "lots of scarves, shirts and helts." A female admirer of Dean's offered to buy some of these, but Adams refused to part with them. "One night, she tried to break into my house. I called the cops and they took her off. Another time she came back and pasted little signs all over my door. She put a burning wax triangle on my door and a wax doll with the head burned off and arms and legs because I didn't give her the stuff."

Now, as a result of the visits from the lady with the wax doll, Adams says, "I sleep with a loaded .32 automatic and a .45 automatic in my house. I keep all the stuff hidden in a big strong steel box locked in the attic. And I have police protection—the cops check my house eight to 10 times a day."

#### Blades of grass and a bed

THERE are, however, practically no Dean fan clubs because, as a Hollywood publicist explains, "Fan clubs usually have the participation of the principals." There is a James Dean Memorial Foundation, founded by civic leaders in Fairmount, dedicated to perpetuating Dean's memory and to helping young actors. The foundation gets up to 1,000 letters a week, most of them asking questions about its work or offering aid. Some letters contain money for flowers for Dean's grave and some ask for items like a blade of grass or a piece of sod from the grave. As many as 500 fans have visited the Fairmount cemetery in one day, and the grave is constantly piled high with floral offerings. Fans also drop in on Marcus Winslow, Dean's uncle, and send him letters asking for mementos. One fan wanted Dean's bed.

A bizarre death-wish theme runs through the Dean legend. The actor, according to some of his fans, had a mystic premonition of his end. They recall that he once told an interviewer who asked him whether sports car racing was dangerous, "What better way to die? It's fast and clean and you go out in a blaze of glory." And they point out that he liked to make a noose out of a lariat and stick his head into it; he had a noose hanging in his living room.

George Stevens, understandably concerned about the effect the publicity may have on the soon-to-be-released Giant, decries all this as "morbid nonsense." 'Jimmy had no will to die," he says. "He was very much planning for the future. They're trying to make a Bridey Murphy out of him. While he was living, he provoked a little of it. He was a boy with a wonderful sense of the theater. All this encourages other young people, particularly young actors, to behave eccentrically. They saw it paid off for Jimmy. It leads young actors to believe they have spectral as well as earthly qualities."

Stevens has a simple explanation for the adulation of Dean: "Here was a boy just on the rise. He'd hardly broken water, flashing into the air like a trout. A few more films and the fans wouldn't have been so bereft. He shortly would have dimmed his luster. This first



These nimble-fingered girls in a Western Electric factory are wiring one of many complex units behind your telephone that help make your long distance service faster than ever.

# How your voice gets there...faster!



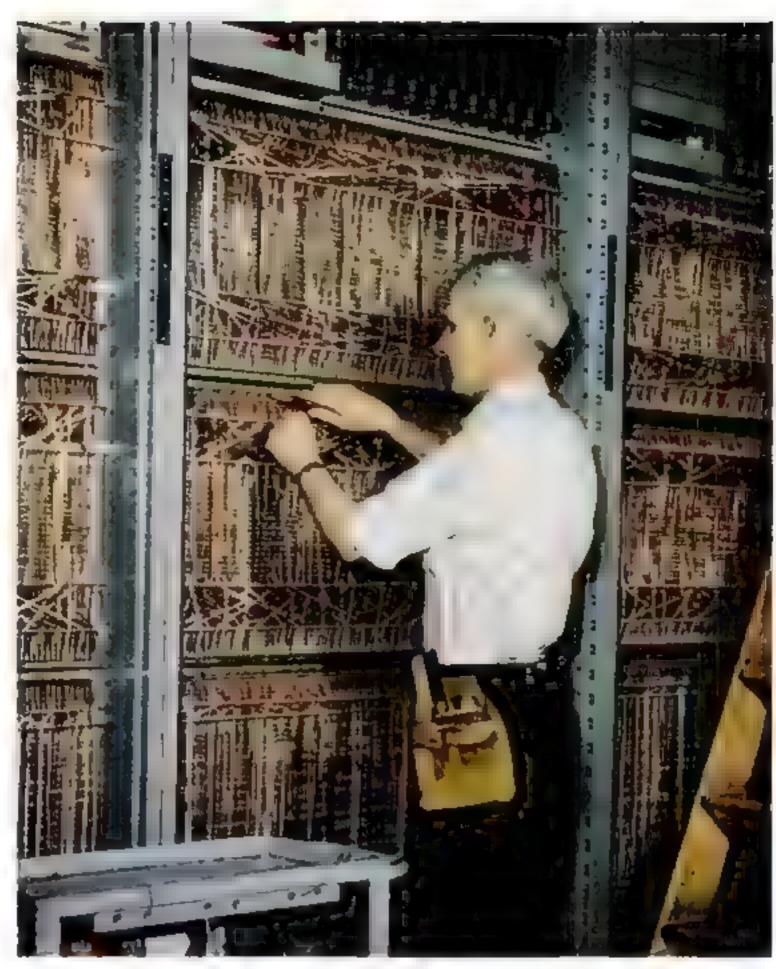
Perhaps you're familiar with color telephones, light-up dial telephones and similar conveniences. Western Electric makes them

so you may have more satisfactory telephone service.

Well, here's something we produce you've probably never seen before. It's switching equipment that makes your telephone service more convenient because telephone calls go through faster.

This equipment enables a growing number of operators to dial direct to any one of millions of telephones from coast to coast. Already, over 60% of long distance calls are handled this way . . . and in many places Bell telephone users themselves can dial long distance calls direct. The vast amount of equipment needed is being added to constantly. All of it is built, installed and thoroughly tested by Western Electric before it goes into your service.

All along the line Western Electric has a hand in making your Bell telephone service better, more convenient, more satisfactory . . . and that means greater value for you.



Here you see a final check being made of dial switching equipment in a central office. Western Electric makes and installs this equipment for your Bell telephone company.

These long distance operators simply push a few buttons to make calls direct to telephones in distant cities without help from operators along the way. Fast? — and how!





# IF YOU'VE NEVER HAD A PIN-CURL PERMANENT

... here's why you ought to try

# PIN-IT



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YOU CAN DO YOURSELFI

A Pin-It permanent is almost as easy as putting your hair up at night? You need no hard curiers. Just put your hair up in pin curis and apply Pin-It's Waving Lation. Later, rinse and let your hair dry naturally.



PLEASANTEST LOTION POSSIBLE TODAY!

Fin-I) is wonderfully different! You can tell the minute you open the battle. It contains absolutely no ammonia! And Pin-It's exclusive Waving Lation is easy on your hair, so you can use it more aften.



A PERMANENT AND

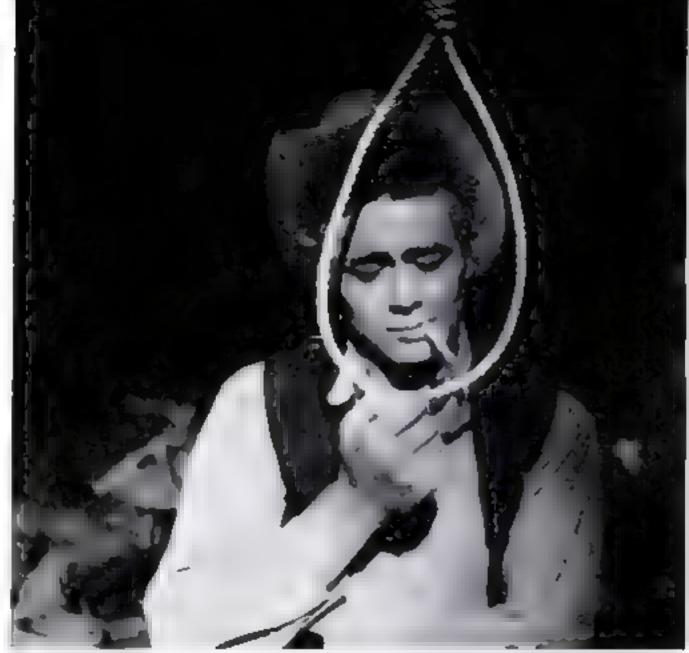
Pin-It is self-neutrolizing, all minates messy dobbing, dripping with a separate neutralizer! And with Pin-It, there's no resetting needed! When you brush out your permanent, it's all set in the style you wont!



SO SOFT AND LOVELY

Pin-It is especially designed for today's look in hair styles, it's soft as a pin-curl set, never tight or kinky. For a wave that's soft and lovely from the very first day, and lasts weeks and weeks, try Pin-It I





FAVORITE STUNT was performed by Dean on the set of Giant a few days before his death. He made noose from lariat, drew it tight around his neck.

#### DEAN CRAZE CONTINUED

bright phase would have become an ordinary light and not produced this kind of thing."

According to Lew Bracker, a young insurance man who was one of Dean's closest friends, "If Jimmy were here and saw what was going on, he'd die all over again without the accident. It's mass hysteria. Somebody has paralyzed the whole country. It's a creepy, almost a sick thing. It's something in Jimmy the teen-agers saw, maybe themselves. Everybody mirrored themselves in Jimmy's fame

and Jimmy's death."

With the release of Giant the Dean craze is not likely to abate. In this film Dean portrays a ruthless, self-made oil tycoon who comes to a bad end. It is a switch from his previous roles and the studio was worried about audience reaction, but Dean fans have been ferreting out previews of the picture to offer wild applause to their hero. Meanwhile East of Eden and Rebel Without a Cause, double-billed as "two great James Dean hits!" have been doing S.R.O. business in limited engagements in California. Dean fans go again and again, undoubtedly impelled by the knowledge that there will be no more Dean movies after Giant, Warners is already planning to reissue Rebel Without a Cause nationally next year.

What would Dean have made of all this hullabaloo? A wary, suspicious loner, he was markedly averse to publicity during his lifetime. "He was embarrassed by fame," says a Hollywood publicist. "He really wanted to be left alone." A close friend says sadly, "Here Jimmy was so lonely and uncared for during his life. It's strange that so many people want to be his friends today."

Humphrey Bogart takes another, more seasoned, more professional and less sentimental view of the Dean phenomenon. "He died at just the right time," Bogart says. "If he had lived, he'd never have been able to live up to his publicity."



LAST PICTURE of Dean alive was taken Sept. 30, 1955 by Sanford Roth as actor (at wheel), mechanic Rolf Wuetherich set off in Porsche for fatal trip.

Wonderful Day! Butting the finishing touches on the new home



Three new decorative fabrics, weven of rayon, cotton, and metallic thread, fashioned for modern living by Burlington

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Burlington Decorative Fabrics make any room more beautiful

Months of planning, house-hunting, window-shopping . . . and now at last their "dream house" is a reality, and a home.

The draperies they chose are made of Burlington's gold-flecked *Lusterglo* . . . smartly bulky, yet let sunlight shimmer through . . . come in twenty colors.

Plymouth, a pebbly new Burlington bouclé texture, is the covering for the chairs... the divan is in richly patterned

Duramo. Like all Burlington Decorative Fabrice, these upholstery materials are loomed for long wearability, come in many colors, and wear modest price tags.

Burlington Decorative Fabrics come in ready-made drapenes, on fine upholstered furniture, and by the yard. Look for the famous Burlington triangle, hallmark of quality, backed by Burlington—world's largest producer of fabrics and hosiery.



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### JUST ONE BRUSHING destroys decay-and odor-causing bacteria



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ONE GLEEM BRUSHING DESTROYS UP TO 90% OF THESE BACTERIA.

How many of us can always take time to brush after meals, even though it's best? Then use Gleem, the toothpaste that meets this modern problem. Just one Gleem brushing destroys most bacteria. That's how Gleem with exclusive GL-70 gives added resistance to decay . . . and protects most people against mouth odor all day. And Gleem's flavor is so wonderful it's easy to get youngsters to brush regularly with Gleem. That's why so many families use only Gleem—it's the toothpaste for people who can't brush after every meal.

Mouth odor stopped all day with one Gleem brushing. Scientific tests prove brushing with Gleem before breakfast gives most people all-day protection against mouth odor. Start your day with Gleem.



"I can't brush after every meal so I DEPEND ON GLEEM!"





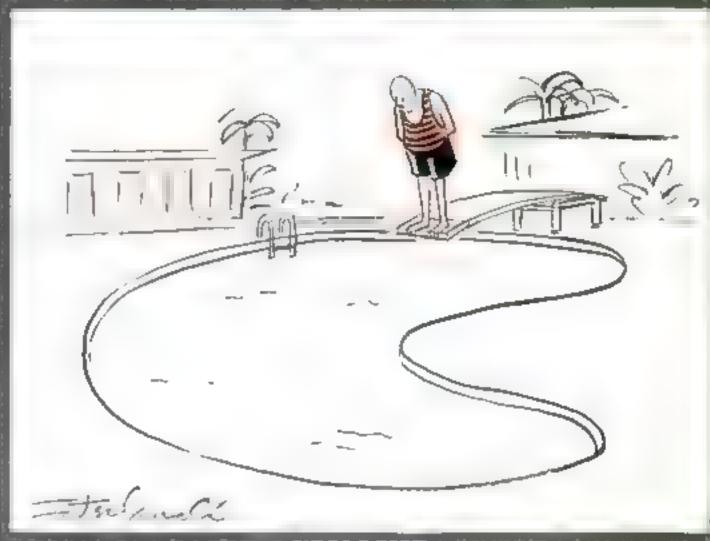
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PLASTIC SURGEON

# Busmen's Holiday, Medical Style

With the world of American medical man previously peoples by experie with appealised interests. It arresents named Pail Insulated and medical public relations consultate manual Bill Points have been wondering how these specialists spend their recutions. This is the pair who in carrooms entitled to I our Halo on Straight.

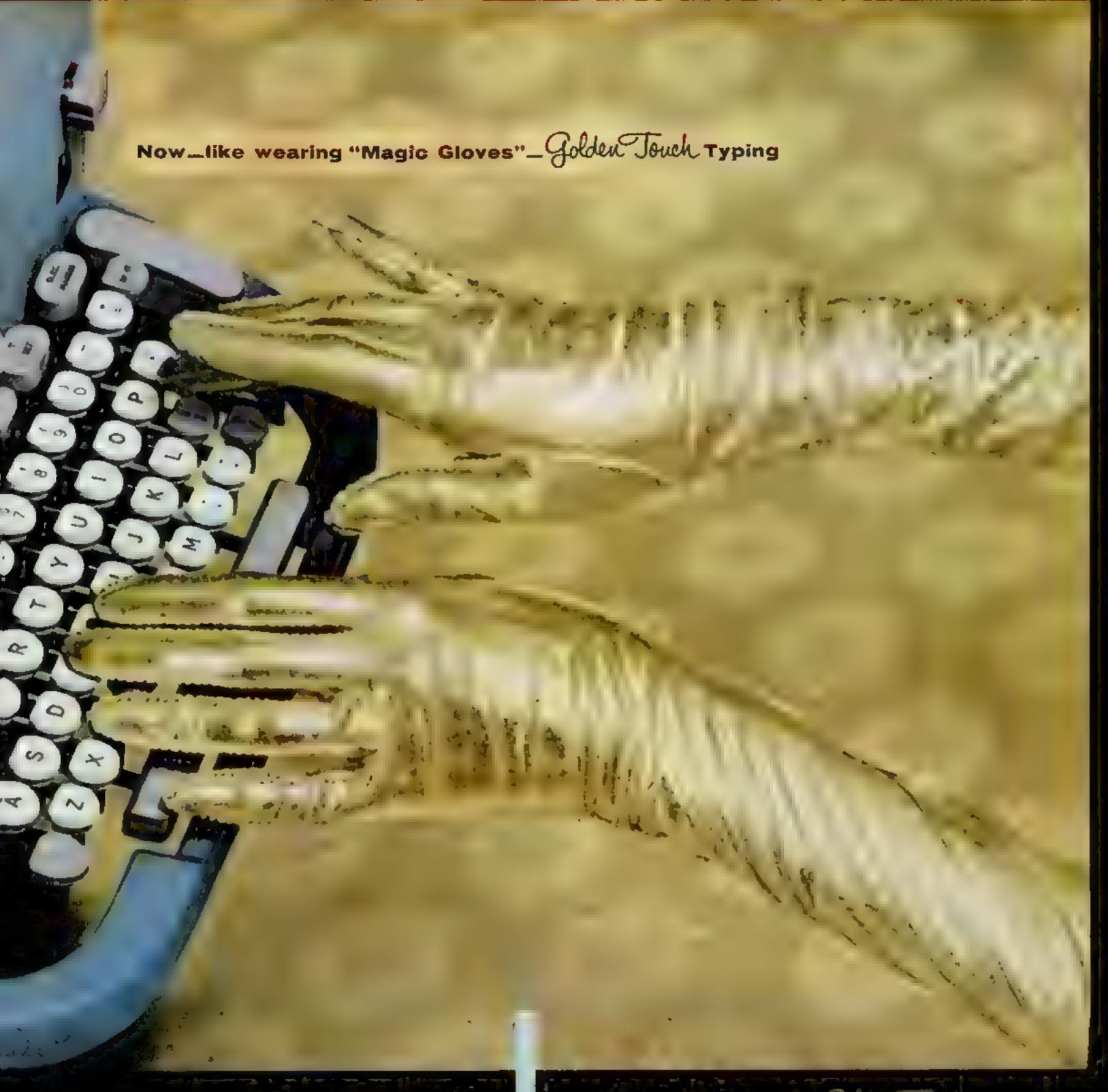
Sept. 19. 1955) primary our premier that he increase our physicians with organ modical ethics. In their current measurement behind and input land; find that who have been the possible and constant who have job on a new old factor the constructions medical specialists a never able to forget his work.



Never before
such Golden Ease,
such speed,
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Now, The New Golden Age of Golden Touch! Suddenly (as though you'd put an "magic gloves") your hands have exciting new precision with glorious, new typing ease. Only Underwood knows how to make electricity work so skillfully and to give you Golden Touch Typing no other kind of typewriter can match.

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The New Underwood "Electric" treats you like the Lady
Executive you really are: sharpens your efficiency, yet
saves your strength and precious time. And for "Him",
Print-Perfect letters that he will sign with a proud flourish.
Now, thanks to your Golden Touch Electric, carbon after
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Multi-Carbon Dial gots you all set for up to 20 clear, clean copies.

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P.S. Call your Linderwood office today. See the Golden Touch Electrics in 5 smart new colors.

... the only electric typewriter with Golden Touch



"How I
use
Murine
for tired
eyes"

"I'm always on the lookout for any good idea", says Lilly, who's famous for her fashion ideas. "Murine is wonderful! So refreshing when my eyes feel tired or dull." Why don't you latch onto this pleasant and helpful idea? Get a bottle of gentle Murine—use a couple of drops in each eye any time you want your eyes to feel soothed and refreshed—quick as a wink.

beauty authority







EIGHT UNMUSSED MISSES, actresses June Allyson, Joan Collins, Dolores Gray, Ann Sheridan, Ann Miller.

Joan Blondell, Agnes Moorehead and Barbara Jo Allen, take elegant case on boards while waiting for their next acene.

# AN UNRUMPLED REST IN RUFFLES



A major problem in movie-making is how to keep the actresses happy on the set during the long hours when electricians and other technicians are testing lights and moving cameras about. Stand-ins are one solution. But they are no help once the actresses are dressed in silks, brocades and ruffles which cannot be rumpled. Here a standard solution is to build leaning chairs on which elaborately caparisoned actresses can rest between scenes without being wrinkled, crinkled or crumpled.

The result sometimes is delightful scenery like that above of eight actresses who play the principal roles in MGM's The Opposite Sex, a not-too-close adaptation of Clare Boothe Lure's bright and bitter comedy. The Bonnen. To the all-women cast of The Bonnen as presented on Broadway in 1936 and filmed in 1939, MGM is adding color, a big wide screen, music and men.

WEARY STUDIO WORKER uses a board designed for the actresses while watching the actresses act,



# now... Golden Jouch portables

Goldon Touch Knys ... ightest, most responsive touch in Portable history! 🐗

Galden Tauch Margin-Setters fast-as-lightning speed with Underwood precision?

Galden Touch Tabulator works from normal typing positions ands tiring hand-stretchild

#### They're here! New 1957 Models;

the totally new Underwood Portables with exclusive Golden Touch and two-tone glamour! Sleek, streamlined looks with stable, big-machine efficiency...... that's your Golden Touch Portable.

#### Exclusive 2-Tene Sparts-Car Colors

in young, lively combinations of Harizon Blue with Dawn Grey; Sea-Foam Green with Pine; Harizon Blue with Court Grey. Each with a smart case that looks like expensive luggage.

Small down payment—easy long-range terms.



Budget Model In two-tone Yesemites: Blue. Before taxes, only-

Underwood the only portables with Golden Jouch



MR. AND MRS. ALBERT THORNTON, married in 1906, sit beneath a picture made shortly after their marriage by splitting two earlier photographs made in 1903. The old picture shows them at 29 and 1, now they are 82 and 70.

IN HIS BACKYARD Albert Thernton move his Jersey cows to a new grazing pot. He also raises vegetables and allowers to anarch till necessary from Social Security from which he and to wite loget, or fraw a intal of about \$-20 a mently.



ON SUNDAY 18 FAMILY MEMBERS REPRESENTING FOUR GENERATIONS GATHER ON THORNTONS' PORCH

# THE RESTRAINTS: OPEN AND HIDDEN

#### Both are seen in the study of one Negro family

Text by ROBERT WALLACE Photographed for LIFE by GORDON PARKS

At the center of the storm over segregation stand the 10 million Negroes of the South. Since 1865 the Negro has seen his lot improve, then worsen, then in recent years grow slightly better again. But he is still surrounded by restraints. His attitude toward these restraints is simple enough: he wants them removed.

How these restraints affect the Negro can be seen in a study of some members of one family—that of Mr. and Mrs. Albert Thornton Sr. (opposite page) of Mobile, Ala. The Thorntons have nine children and 19 grandchildren. Among them may be found various occupations—mechanic, farmer, teacher and college

professor—in localities ranging north to Nashville. Tenn. The effect of the restraints, in pride, education, job opportunity, recreation and housing are shown on the following pages. In the matter of housing many white Southerners are as badly off as the Negroes, but have one great advantage: if they can, they may move wherever they please. Negroes may move only to another segregated neighborhood.

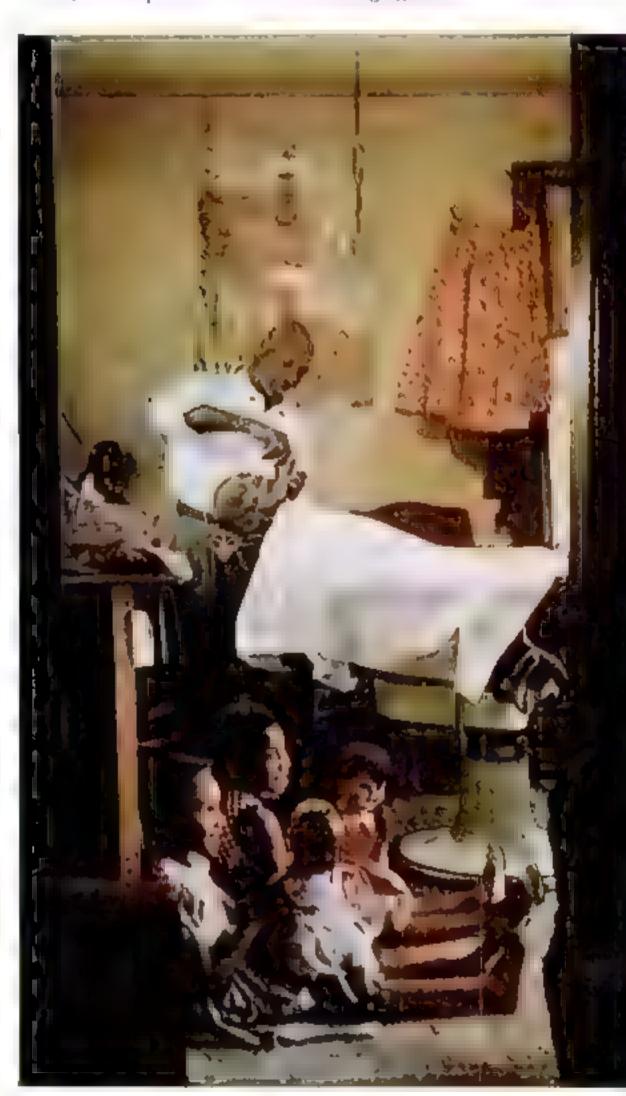
Although the Thorntons are thoughtful and, in private, articulate, they do not make many direct statements about segregation. This is because they face yet another restraint—the constant fear of publicly speaking their minds.



## PART IV BACKGROUND OF SEGREGATION



WITH A GREAT-GRANDCHILD, Mrs. Thornton sits solemnly on her porch. Passive, illiterate and devout, she hopes new laws will end segregation.



IN HOME BARBERSHOP Thornton is shaved by adopted son Aaron. Granddaughter (foreground) tore bair from Negro doll "to see how it would look."

CONTINUED



BAPTIST CHURCH HAS SERVICES EVERY OTHER

## AN AGED MAN'S

Albert Thornton Sr., at 82, locks back on a life of tremendous tool. The son of a slave, læ was a share-ropper and small independent latmer throughout most of his working life, but prodire la rema kible fami y lie has seer four ct las children go through college, and has had the satisfaction of seeing all of them become teachers, the class salabations, however, have been small. When he tikes his grandchildren for a wilk through the reighborn od, he sees the status of the Negro itthe netter than it was when he was a child homself. In some regards it is worse. He can

AT SEGREGATED DRINKING FOUNTAIN A LITTLE





some permanent greenery makes the neighborhood

rain it is a quagitare undertoot, impassable by car,



SUNDAY, IS THE PRIDE OF NEGRO COMMUNITY

## SMALL REWARD

remember, in the days before Jim Crow, when there were no "white" and "Negro" signs on public facilities

He has no vicence in him. He hopes for the end of segregation, although not for the sort of end that was recently proffered him. While his fainly was in church (above), a write salesman of cemetery lots got into the pulpit. The congregation, he said, could end segregation for itse t in the hereafter. He was here to sell them plots in "the only unsegregated nestitution in the South." Some parishwhere bought a ors. Mr. Hornton hid not.

GIRL GETS SOME HELP FROM A PASSING ADULT





outside their houses, baying nowhere else to play The whole neighborhood is gradually croding, the

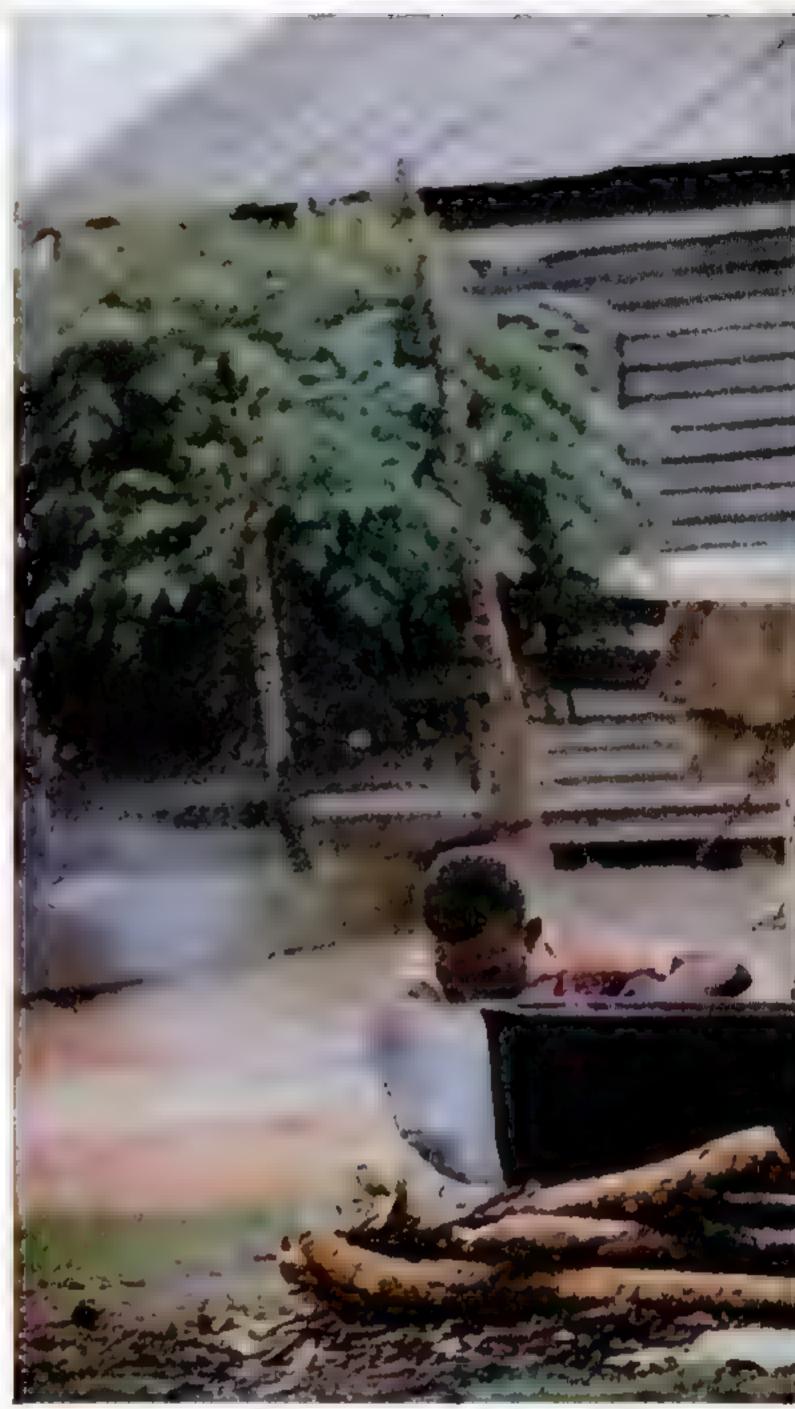
Lical landmark, a huge white oak trive barrs more and more of its roots following every disenpoor



MINNIE LOUISE CAUSEY, 14, PREPARES A MEAL OF COLLARDS AND ONIONS



IN SMALL BEDROOM, four of the Causey children pass the time. Willie, 16, looks for dirt in the barrel of his shotgun while Samuel Louis, 10, and Jeff. 11, get some help in reading a science schoolbook from their sister Minnie Louise.



MINNIE LOUISE PREPARES TO THROW LAUNDRY INTO AN IRON POT WHILE

### THE FRUSTRATION OF

One of the Thorntons' daughters is Albe Lee Causey, 41, of Shady Grove, a 95% Negro town about 100 miles northeast of Mobile. Mrs. Causey has been a teacher since 1939, although she did not get a degree—by attending summer sessions at Alabama State College for Negroes—until last month. (White school boards, selecting Negro teachers for Negro schools, are often hard-pressed to find college graduates. It often suffices if someone can be found to "keep" school, not necessarily to teach it.)

Mrs. Causey herself has been aware of her limited qualifications and has done what she can, in the face of poverty and heavy household duties, to increase them. But there is nothing she can do about the school itself, a dilapidated, four-room shack that accommodates 120 elementary grade pupils. In most respects it is almost as primitive as the log cabin schools of a century ago. It has no plumbing facilities at all. Mrs. Causey, who teaches 29 pupils in the first and second grades, brings denking water for her class from home, carrying it in a gallon jug.

When she is not teaching or studying, Mrs. Causey works prodigiously to take care of her household. Two years ago, a divorcee with one child, she married Willie Causey, 55, a widower with 10 children, five of whom



HER BROTHER SAMUEL LOUIS, CALLED "S.L," KEEPS AN EYE ON THE FIRE

## A TEACHER'S FAMILY

still live at home. The house itself is unpainted, disintegrating, with a half-fallen barn and a pigpen close beside it. She does her laundry in a black iron pot, heated by a log fire, in the backyard.

Mr. Causey is a farmer and woodcutter, owning 16 acres of cropland and 24 of timber, from which he extracts a living with the help of his older sons. However, the family is not in financial straits. Mrs. Causey's salary is \$2,400 a year, which together with her husband's earnings places the family in the top financial bracket of the community. Last year Mr. Causey, over his wife's vigorous protest, bought a new Chevrolet sedan. The car is a symbol, a means of asserting "equality."

Mr. Causey has no capacity for paper work but is a good businessman nonetheless. He owns his own equipment for woodcutting, including power tools and a truck, and can compete successfully with white men in the same line of work. But it is a restrained kind of competition. It would not do for him to surpass his competitors—and he well knows it. The wood he cuts is delivered to a paper mill in Mobile, which a few years ago offered him a major contract for supplying it. He is one of the mill's oldest suppliers and has always performed reliably. But as he considered whether



STOVE OCCUPIES THE CENTER OF AUDITORIUM IN SHADY GROVE SCHOOL



CHECKING TAX FORMS. Mrs. Causey goes over the quarterly report with her husband Willie. He had only "a year or so" of schooling and is unable to handle the tax forms himself, although he does very well as a practical businessman.



WILLIE CAUSEY, WHO IS FARMER AS WELL AS WOODCUTTER, PLOWS HIS FIELD BEHIND A NORMAN MULE

#### SEGREGATION CONTINUED

or not to accept the contract, Mr. Causey was visited by various of his white competitors who advised him strongly not to take it. In the face of this advice he felt he had no alternative, and so turned the contract down.

Mr. Causey does not vote. He has never been able to master the reading of the Bill of Rights in the Constitution, which all Negroes in his county must do before they are permitted to register. Mrs. Causey does vote. She was able to rattle off the Bill of Rights somewhat faster than the registration exammer could follow. He had to slow her down while he went along the lines in his book with his forchager.

Both the Causeys believe that "segregation is on the way out," as Mrs. Causey says. The tegration is the only way through which Negroes will receive justice. We cannot get it as a separate people. If we can get justice on our jobs, and equal pay, then we'll be able to afford better homes and good education."



YOUNG CAUSEYS, Jeff (teft) and S.L., go fishing in Turkey Creek, Even though their tepmother is a schoolteacher, they almost never read and their

general knowledge is as low as that of other children in the community. They do not play baseball, have never even heard of the Dodgers or the Yankees.



OLDER CAUSEYS, fatter Willie (left) and sens Willie James and L.C. cut timber in the woods near their Lome. They buy the right to cut it from



landowners at \$3 a cord, saw 1 to length, baul 1 to a paper mill, which pays them about \$14 a cord. L.C.," who is 23 and married, is paid \$2 an hour

by his father while Willie James, 16, works for nothing. Willie James' prospects are typical of those of the rural southern Negro. If he stays where he i.,

he may eventually work up to getting \$1 an Lear humself. If this does not suit him, he mast go some where elses but he says he does not know we ere.



## A SEPARATE

One of the Thorntons' granddaughters, Virgie Lee Tanner (left), lives near them in Mobile. At 25 she has four children, having been married for six years to Henry Tanner, 34, a mechanic at Brookley Air Force Base. Discrimination in employment does not affect her family. Her husband's civil service job pays 880 a week. But other restraints do affect them. They must tell their children, for example, that they cannot play in a nearby playground for whites but must use a "separate but equal" one for Negroes. The children do not grasp the logic of this and view the white playground as a special,





DOING HER CHORES, Virgo-Lee Tanuer irons in a corner of the family bedroom. The house has electricity but no pumbing, is owned by a Negro

landlord. The Tanners are now spending all their extra money to build a new home, for that reason have made no repairs or improvements on this one.



WINDOW-SHOPPING, Ondria Tanner and grandmother, Ondria Thornton, look at fashions. They look long, buy carefully because of limited funds.

outside Looking in, the three young Tanners and three friends watch some children at a play-ground in a white neighborhood not far from theirs.

### WAY OF LIFE

wonderful place from which they are being deliberately excluded.

The Tanners' nouse is a two-room, \$20-a-month snack with one bedroom, in which all six members of the family sleep. Little else is available for them to cent in the segregated neighborhood at which they live. Mr. Tanner is now taking the only way out of the situation he can see, He is haif ling his own four-room house on a lot he has no illusions about what it will be when it is huished; another small, crowded house in another segregated neighborhood.



COMBINATION GROCERY AND SEAUTY PARLOR IS THE RECREATION CENTER FOR THE TANNER CHILDREN









DAUGHTER LILLIAN, 13, IS NOW IN JUNIOR HIGH

## A PROFESSOR'S INJURED PRIDE

The member of the Thornton family who has gone farthest in the world -and farthest from the Deep South -is the oldest son, 48-year-old E. J. Thornton, who graduated from Tuskegee with a B.S. degree in poultry bushandry in 1933. Since then he has taught in various Negro colleges, meanwhile taking time off to get an M.A. from the University of Massachusetts. l'oday he is a department head at Tennessee State University (all-Negro) in Nashville,

Economic restraints upon Mr. Thornton are negligible, but social restraints remain strong He cannot mingle publicly with his intellectual equals, white professors from other Nashville colleges, and he must follow the local segregation customs (opposite page). Thus, while some restraints are removed because he is ait above-average citizen, remaining restraints are more wounding to him, for the same reason,



PROFESSOR AND MRS, THORNTON (CENTER) CHAT WITH FACULTY FRIENDS AT A UNIVERSITY LAWN PARTY



IN CLASS, Professor Thornton des usses the anat omy of a turkey with his students, several of whom are likely to become teachers themselves. He feels

better-qual fied Negroes Towe something to their people and should remain in the South instead of running away from the unsolved problems here "



"CHERRY PINK" is played by E. J. Thornton Jr., 10. and sister Ruth, 17. Ruth enters or liege this fall, would like to become a professional panist.



AT A BUS STATION, Professor Thornton comes face to face with segregation, which he are pits passively but with their profe. On long trips he sometimes designs the professor by taking a more expensive but unsegregated plane. His salary

as a professor is \$6,600 a year and he could live quite comfortably were it not for his determination to put his own three children throughte dlege. Because their ages are such that they can get brought one at a time, he thinks be can do it.

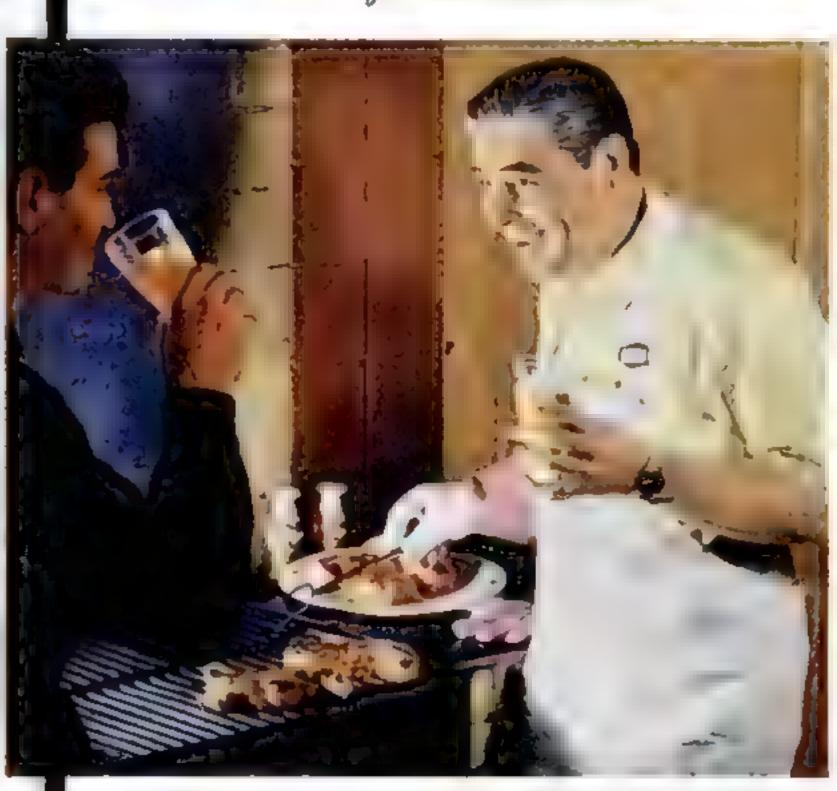


### LIVE A LITTLE!

Pretty demanding, today's pace. And today's rewards, more abundant than ever. When it's time to relax, don't you feel entitled to something a little special? Then just add famous bonded Old Forester to your pleasures. You'll soon learn what a wonderful difference in rich, hearty flavor Old Forester offers...at only pennies more. Every bottle registered to assure your satisfaction.

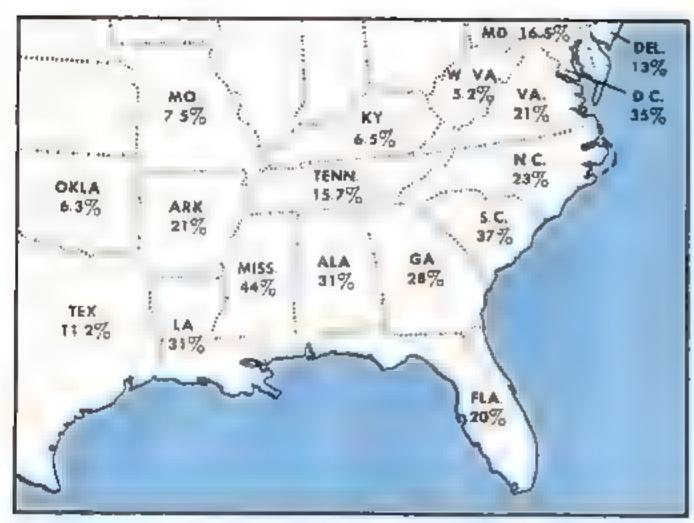
"There is nothing better in the market"





RENTUCKY STRAIGHT BOURSON WHISKY . BOTTLED IN BOND . 100 PROOF BROWN FORMAN DISTILLERS CORPORATION . AT LOUISVILLE IN KENTUCKY

#### SEGREGATION CONTINUED



PERCENTAGE OF NEGROES in southern states is less than 50% in cachtoday. In 1900 they had 58% majorities in Mississippi and South Carolina.

## DUAL MIGRATION OF SOUTHERN NEGROES

The individuals on the preceding pages live, as their circumstances make evident, under a variety of specific restraints. But an examination of the whole problem of restraint requires some general information about the southern Negro. Where does he live, what is his job, how much does he earn? Is he migrating, and if so, where and why?

From 1900 onward, Negroes have steadily constituted about one tenth of the U.S. population. There were nine million in a total of 76 million then, and there are 16 million in a total of 168 million today However there have been drastic local changes which make it appear, to observers on the community, city or state level, that the total Negro population is rapidly increasing or diminishing.

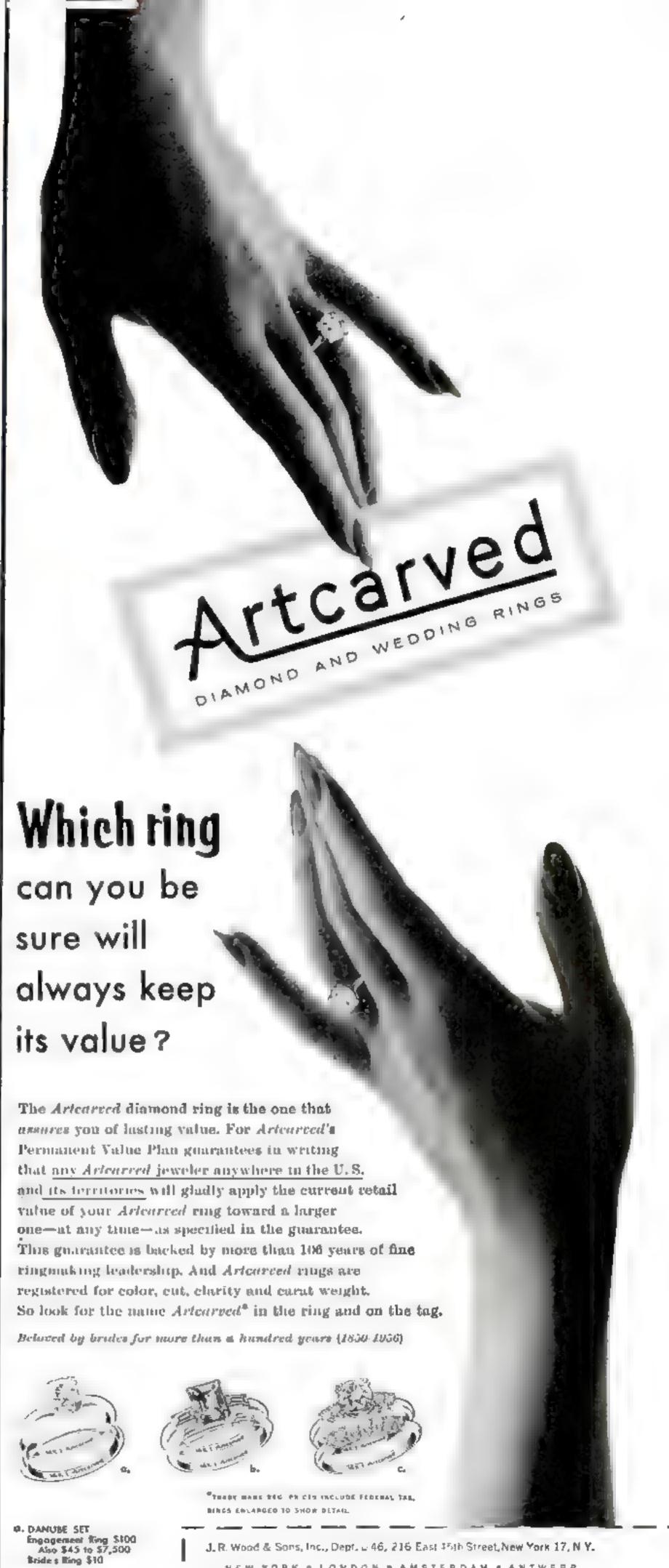
In 1900 about 85% of all U.S. Negroes lived in the South, and of these, three fourths lived in rural areas. Today only about 63% of all U.S. Negroes live in the South, and of these, only half live in rural areas. Thus there have been two sorts of migration—large numbers of Negroes have moved entirely out of the South and large numbers have moved, within the South, from farm to city. Today, many urban white Southerners suppose that the Negro population of their states must be growing steadily because Negroes are more in evidence on their streets. But this is by no means the case. In 1900 Negroes exceeded 40% of the population in six southern states. Now they exceed 40% in only one, Mississippi (see map). The ratio of Negroes to whites has decreased in all southern states, and is increasing today only in certain northern states, such as New York and Illinois, which receive heavy migration from the South. Of the six million Negroes who live in the north today, 2.8 million were born in the South.

The reasons for the migration of the Negroes are primarily economic. The social unpleasantnesses of segregation have no doubt influenced many to leave the South, but the majority have moved in search of better livelihood. Rural Negroes have always lived on bad farmland in the South, from which it has become increasingly difficult to make a living. In 1954, for example, the median cash income of Negro farm families in the South was \$742, whereas that of white farm families was twice as much, \$1,516. Some white Southerners, such as Sharecropper Marshall Joyner in Installment III of this series (LIFE, Sept. 17), believe the disparity may be due to indolence rather than the quality of the land. But in general the rural Negro has a spindling row to hoe. Consequently he moves off the land and looks for a job in town.

In town the Negro encounters massive competition from rural whites who have also moved off the land in search of factory jobs. Emplayers will not hire a Negro for any job if there is a white man available for the same. Of all the male Negro jobholders in the South, only 1.5% are in the "manager, official and proprietor" class and only 7% are "craftsmen and foremen." The others take such jobs as they can find, usually in the least desirable, lowest-paid brackets.

Even if discrimination in employment based solely on color were set aside, the Negro still could not compete with the white. Functional illiterates (the term for adults with less than fifth-grade education) are three times more common among young southern Negroes than

CONTINUED



**b.** BRUNSWICK SET Engagement King \$500 Also \$300 to \$5,000 Bride's Ring \$95

C FRANCISCAN SET Ano \$150 to \$1,000 Bride's Ring \$110

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FIRE! Please send me a free copy of IS LENT SECRETARY FOR BRIDE AND GROOM"—a guide to wedding etiquette with valuable tips on ring buying.

\_ZONE\_\_\_\_

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your pocket—a 5-Pack of Dutch Masters Perfectos, Specials or Belvederes. Dutch Masters start at 2 for 25c.

## Mild yes... tastefully mild Dutch Masters

Copy 10 56. Consolidated Clear Sales Co. Jac.

#### SEGREGATION CONTINUED

among young southern whites. Moreover, such schooling as the Negro does receive generally is far inferior to that received by whites. In Georgia, for example, the educational level in the sixth grade in Negro schools is said to be equal only to that of third grade in white achools.

Failing to find a job, or at any rate a satisfactory job, in a southern city, the Negro moves north. There he finds it easier to get a job, but the job is still usually on the common-labor level. Northern employers do not have the South's great pool of underemployed white farm labor to draw upon, and in the past 15 years have had great need for the unskilled and semiskilled labor which the Negro can supply. But the proportion of Negroes who reach the top of the ladder in the north is scarcely higher than that in the South. In comparison to the total of 8.5% of Negroes who rise to become "managers, officials, proprietors, craftsmen and foremen" in the South, the figure in the north is 10%.

#### **NEXT: SOUTHERN CHURCHMEN** DISCUSS THE MORAL ISSUES



In the preceding instalments of this series, LIFE has covered the history of segregation in the U.S. and the viewpoints of southern whites and Negroes. Beyond these there remain the basic moral and religious problems of segregation which sorely trouble the entire nation, including the South. The final instalment next week will deal with these problems as seen by a group of emment southern churchmen and leading church laymen. The article will take the form of a symposium in which the speakers will be, left to right above; Bishop Henry Irving Loutist, Episcopal bishop of south Florida; Dr. L. Nelson Bell, retired surgeon of Asheville, N.C. and former member of the Presbyterian Board of World Missions: Mrs. Spann W. Milner of Atlanta, Ga., a Southern Baptist and first vice president of the United Church Women of the National Council of Churches of Christ; Dr. A. C. Miller, executive secretary of the Commission on Christian Relations, Southern Baptist Convention, Nashville, Tenn.; Edwin Jones, president of a construction company in Charlotte, N.C. and an executive committee member of the World Methodist Council; Dr. Duke McCall, president of the Southern Baptist Seminary at Louisville, Ky.; and Bishop Paul Neff Garber, resident bishop of the Richmond, Va. area of the Methodist Church. Standing in the rear is the moderator of the symposium, Stanley High.







## TRAINING TOTS' TV. TEACHERS

'Romper Room' goes on 'live' in 43 cities by sending its schoolmarms out

As an example of TV preschool programs, Romper Room is a cut above the average. It is spry, bright and instructive. As an example of TV production, it is a notable departure from the routine. The program is shown on weekdays usually at 9 a.m. on 43 U.S. stations. But instead of filming the program and sending it out in reels, Romper Room's producers ship out scrubbed and shining college girls trained to run it as a "live" show. At WBAL-TV in Baltimore where it started in 1953, Romper Room

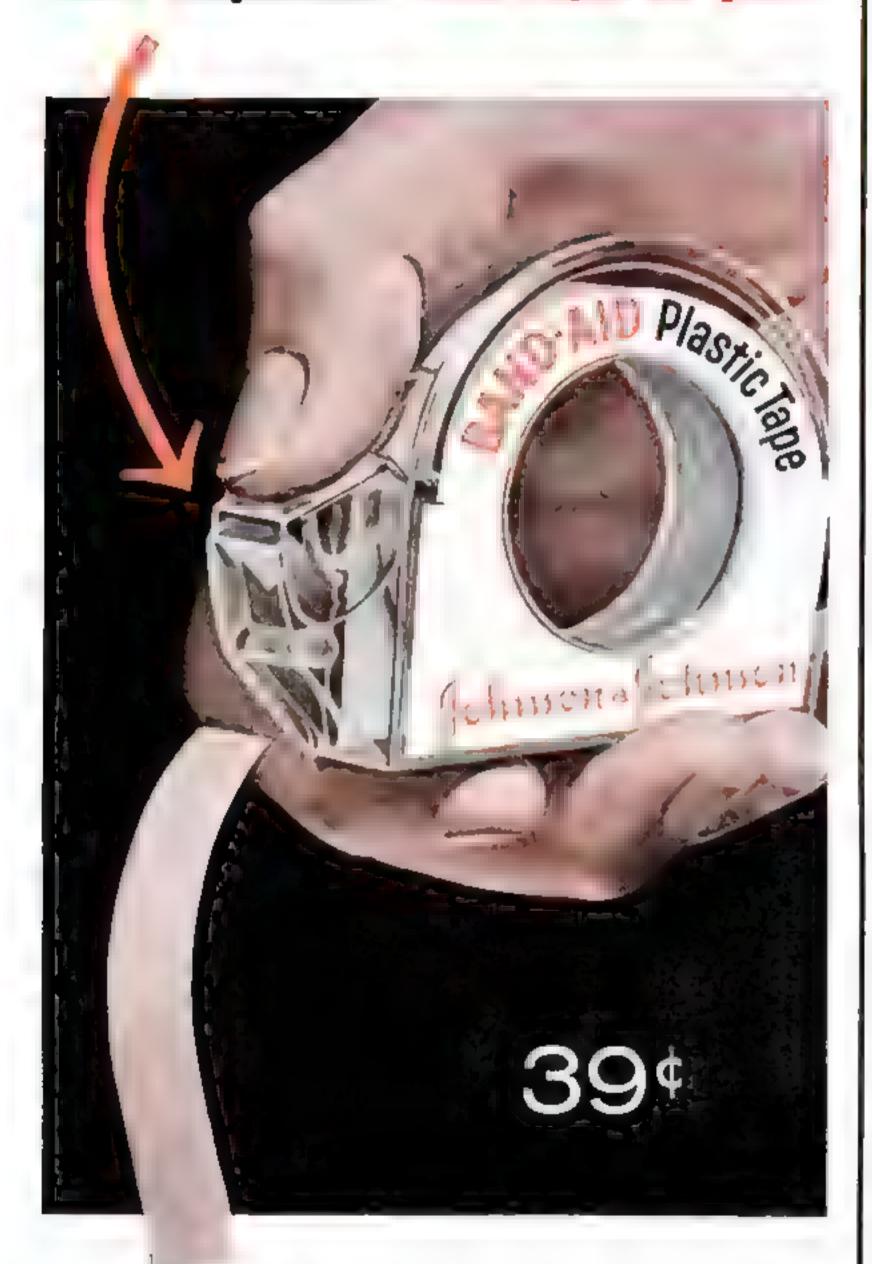
"teachers" are taught the tricks of the show's trade. They master toys, songs and games (next page), learn how to recite commercials and cope with classroom calamities. When new teacher Mary Susan Gifford (left, above) took over on Station KTVX in Tulsa, Okla , she suggested to her studio class that they go for a hobbyhorse ride, whereupon the children rode right out of the studio. Teacher managed quite nicely in the crisis: She told the home audience that the studio horsemen were just hiding.

UP BEHIND SIX STUDENTS AT THE TRAINING CENTER



## PLASTIC TAPE

new dispenser cuts tape for you!



- \*Flesh-colored
- \*Won't loosen in water

Johnson Johnson

TV TEACHERS CONTINUED

#### TAKING ON JOB IN TULSA



ON HER FIRST SHOW in Tulsa, Sue Cifford tells studio class to open eyes for cartoon strip about to be shown. On program she is known as Miss Nancy.



AS CLASS DANCES around "mulberry bush," home audience is told to follow. Show has discipline problem when studio class talks during commercials.



CITILDREN PRAY before midprogram snack, sometimes pick up the cookies before grace ends. Audience has playthings ready at home to join activities.

## Now! For Chocolate Drink like your milkman brings...just add water!



#### Dissolves instantly! Saves your regular milk supply!

New Carnation Instant ever-fresh "Magic Crystals" burst into full-bodied Chocolate Drink like your milkman brings... plus a super-protective bonus of extra vitamins and iron! You simply add water; stir lightly. Now, no need to crowd your refrigerator with extra bottles, or fuss with flavorings that use up your regular milk supply! Simply give your family this better, more delicious, super-nourishing Carnation Instant Chocolate Drink Discovery... starting today.

No extra bottles to store! No extra flavorings to buy!



JUST ONE TO BUY! New Carnation Instant is a complete drink...Just as rich in natural milk values as bottled Chocolate Drink, plus a big bonus of extra vitamins and pracious from Entirely different from ordinary flavorings that add only taste and sugar!

DELICIOUS HOT, TOO-NO BOIL-OVERS!



to make, no "skin"! Simply add piping hot water to Carnation's newest "Magic Crystals"! Instantly bursts into luscious, not chocolatey goodness! And just think—there's nothing to wash but the cup!



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unparalleled gift for any woman.



### the electric shaver that really understands a woman's grooming problems

### ... for Safer, Gentler, Faster Shaving

Suddenly, there seems no other way for a woman to shave. The new Gentle-Action Lady Schick is so safe, so swift, so comfortable you'll wonder how you ever did without it. Lady Schick knows that underarms need a touch so gentle you can apply a deodorant immediately after shaving. Lady Schick flatters the legs . . . leaves them smooth and sleek as silk with just a few easy strokes . . . ends forever the

muss, nuisance, and bother of old fashioned blade shaving.

Breath-takingly beautiful! Lady Schick is small enough to nestle in the palm of your hand. Choose from four jewel-like colors, only \$14.95. Or, if you prefer the gold or silver color, Lady Schick Goddess and Lady Schick Classic with individually tailored Carrying Cases, are slightly more. Schick Incorporated, Lancaster, Pa.

### SCHICK FIRST IN ELECTRIC SHAVING

Makers of the famous SCHICK "25"... now in COLORS FOR MEN.

With Gentle-Action shaving head ... one side for legs ... one side for underarms

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CROSLEY TUNER-BAR PUTS 5 ELECTRONIC WONDERS AT YOUR FINGERTIP

Touch here—set automatically stops at your pre-selected charmels

Just a touch turns set on or off Touch here set automatically selects channels, one by one

## CROSLEY...WORLD'S FIRST FULLY AUTOMATIC TV



CAN BE PRE-SET TO STOP ONLY AT THE CHANNELS YOU PREFER

#### **NEW AUTOMATIC TUNER-BAR**

#### ... TRIGGERS" CROSLEY'S EXCLUSIVE COMBINATION OF 5 ELECTRONIC FEATURES!



With Crosley's Automatic Remote Control you can turn set on or off, adjust volume, change stations—consecutively, or "skip-stop" to only those channels you have pre-selected. Note rich Carrollton Cabinetry—another Crosley exclusive.

No other TV allows such complete freedom of channel selection—at the set or by remote control! Now with new Crosley Tuner-Bar you can automatically tune to one station after another . . . or you can "skip-stop" to only the channels you have pre-selected

In fact, once you touch Tuner-Bar, all of Crosley's Automatic Big 5 features swing into play! Your Crosley automatically controls focus, brightness and contrast • Automatically guards against picture distortions • Automatically controls volume • Automatically protects tube life • Automatically changes channels!

This is fully automatic television. And this is one more reason why the name Crosley is

KNOWN FOR THE NEWEST

... RESPECTED FOR THE BEST!



Crosley's Automatic Tuner-Bar—key to the world's first fully automatic TV! A touch . . . and the finest in TV reception is yours!



DIVISION OF AYCO MANUFACTURING CORP., CINCINNATI 25, OHIO



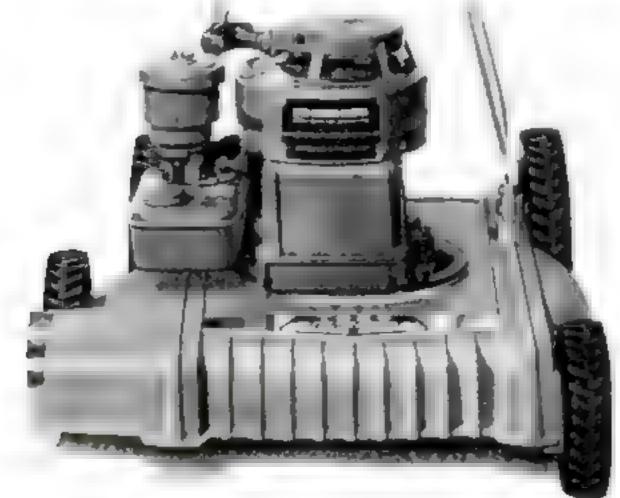
Rectangle

THE ANCIENT PONCHO IS NOW UP TO DATE any sleeve. The versions on these pages are by Designer Bonnie Cashin who has been plugging ponchos for heavy-duty wear for several years, now also makes them for afternoon and evening (next pages). The poncho may finally catch on this season on coattails of the free-flowing cape which is appearing in both the U.S. and Paris (LIPE, Sept. 3).

# Your cold develops in 5 stages



## TOROTHO)



#### \$9450\*...the best you can buy

This is the Whirlwind 18—the original and finest rotary power mower. It ends your leaf raking. Sprays the pulverized chippings into your lawn as a healthful, natural mulch. Cuts grass, too, and weeds. Trims close.

This is the best rotary mower you can

good-tasting medicine.

buy. It's built by Toro—world's largest manufacturer of professional grass moving machinery. Your dealer is in the phone book under "Lawa Mowers."

\*Leaf mulcher attachment included.

Prices higher in the West and Canada; subject to change.

TORO MANUFACTURING CORP., 3001 Snelling Avenue South, Minneapolis 6, Minn.



IN THE COUNTRY, poncho shown on preceding page is worn over a bulky sweater and slacks. This is made from horse blanket material (Sills & Co., \$50). Ponchos can also be used as a car robe or knee-warmer at football games.



IN THE CITY, the same plaid poncho with front half belted and the back hanging loose appears with a hat and long-sleeved black dress. Ponchos fold flat, are useful for traveling. They should never be worn over full skirts.



Pete's first haircut. It was a once-in-a-lifetime picture. I snapped it with the Polaroid Land Camera . . . and just 60 seconds later I knew it was perfect!

# Snap it...see it!

With the Polaroid Land Camera you're sure of your shots. For here is the only camera in the world that lets you take a picture one minute, see it the next. If somebody blinks, you find out about it on the spot. Just take it over and get a perfect one.

And with the great new panchromatic film Polaroid's got, these pictures are absolutely beautiful. The richest blacks and snowiest whites you've ever seen. Soft flesh tones that make your pictures of the children look amazingly lifelike. Details that are razor sharp. And you can get all the extra copies you want. Enlargements big as you want.

Another thing. With this terrific new panchromatic film, today's Polaroid Land pictures don't fade. They

last just like any other pictures.

How about doing this. Drop into any camera store tomorrow, or first chance you get, and take a look at one of these cameras. Shoot a couple of pictures with it yourself. Then, when you decide to buy one, you can pay either \$69.95 or \$1.19 a week. (You'll wonder why you didn't get one last year.)

#### POLAROID® LAND CAMERA WITH NEW PANCHROMATIC FILM



His Kaywoodie is the finest pipe made. Its beauty is rare, indeed, for only the choicest imported briar is worthy of kaywoodie. The density and close grain assure the world's sweetest, coolest smoke. And Kaywoodie's Drinkless Fitment in the stem completes your enjoyment. This exclusive feature screens irritants, condenses tobacco tars, prevents clogging. That's why your Kaywoodie draws so easily. Treat yourself royally with a Kaywoodie. A regal gift, too.

Send 25 cents for illustrated color Catalog 31 showing Kaywoodte sivies. \$3.50 to \$100, gift sets \$7 to \$125.



World's Finest Pipes Since 1851

FLUFFY LYNX is used for a cold weather poncho (Annis, \$1,000) which is worn with a hooded afternoon dress (Martini, \$50), can also go over a ski suit.

SILVERY PARMIC, a tweedy looking cloth with metallic threads (Sills & Co., \$150), is worn for evening with one section wrapped around shoulder.





## "I LOOKED IN MY MIRROR... AND ALMOST CRIED!"

Mrs. B. C., Flushing, New York

"I knew my hair was turning gray. But I hadn't realized how fast . . . until one day I looked in my mirror and saw that my hair was almost completely gray! I felt like crying.

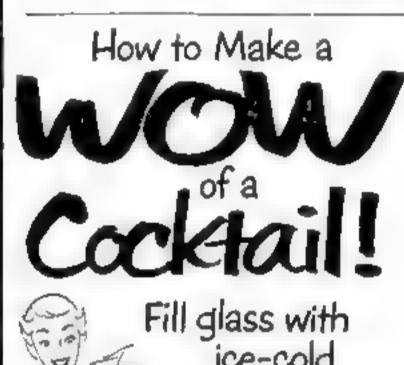
"But a friend told me that my gray hair could be lovely . . . with the proper care. She suggested Silver Curl . . . the home permanent that's custommade for gray and white hair. And what a wonderful difference it's made in my gray hair!

"Silver Curl gives me the softest, most manageable waves ever. Now my gray hair is my most attractive feature. And now I like what my mirror tells me!"

had a home permanent, you can have a Silver Curl with ease. Silver Curl is self-neutralizing... no extra steps. You just apply waving lotion—wind up curls—runse and let dry. That's all!

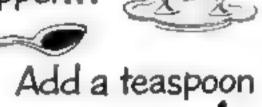
GOOD NEWS! Silver Curl by Toni has now Fresh Air Waving Lotion...odorfree as a wave can be! And it gives a longer-lasting wave than any other home permanent!

Silver Carl



ice-cold tomato juice...

Add a pinch of salt and pepper...



of FRENCH'S
Worcestershire
Sauce
THAT'S

New Non-Drip Bottle

lets you shake or pour





Nothing finer in American taste...

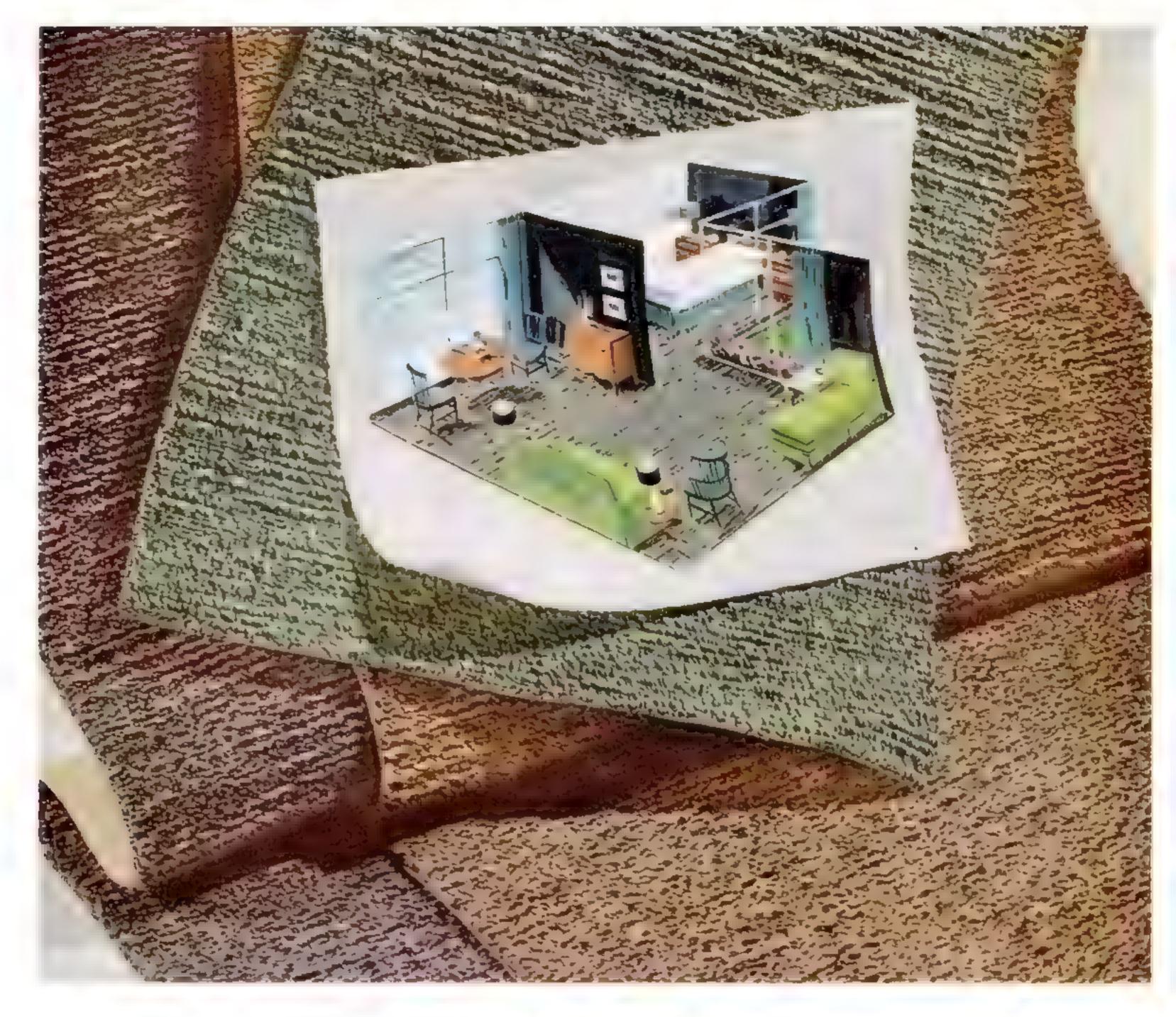




Americans enjoy good things. They like prime steak, and prime whiskey, too. That's why so many call for Calvert. It has a hearty American flavor, smooth and

rich-tasting. Calvert is the kind of whiskey guests notice and appreciate. Serve congenial Calvert Reserve tonight. It's always at home with good American living.

IN THE GREAT TRADITION OF AMERICAN WHISKEY



#### Made for lovely living, for practical luxury...this

#### tweed-textured beauty by Bigelow

And you can own it now! Enough Bigelow Mission Trail carpeting for 3 average-size rooms

-only \$390 a week\*

If you like casual, California-style living, be sure to see Bigelow Mission Trail.

The multi-colored 2-level design of this new carpeting is perfect with today's informal furniture. Its 9 levely color combinations have a magical way of hiding footprints and scuff marks... which means, of course, that Mission Trail's really easy to care for!

And how wonderfully comfortable it is! Carpeted in lovely, tweed-textured Mission Trail, any room becomes warm and inviting.

Yes, home means more with carpet on the floor—especially if it's a Bigelow. So don't wait. Buy yours the Bigelow way: enjoy it while you pay for it.

\*Easy monthly payments. Ask your Bigelow retailer to arrange easy monthly terms. When you pay by the month, enough Mission Trail broadloom to carpet 3 rooms from wall to wall costs only about \$3.90 a week. You can also buy room-size Mission Trail rugs and other levely Bigelows on easy terms.





For a fabulous collection of Bigelows in a wealth of colors, textures and patterns, visit the Bigelow Sample-Bar. No bending or bunting. What an easy way to shop!

## FRESH PRETTY FACES FOR FALL

## TV demand brings on new girls and gives Caesar a third 'wife'

What almost every American man and boy wants his television set to provide is more and more beautiful women. With no lottier aim than to please this half of the population, TV producers are off to a fast start this fall with a larger-than-ever assortment of pretty faces and figures for big network programs. On these pages, LIFE gives a sampling of new girls who will dress up the season's 1V shows.

In addition to being good looking, some of the TV girls must show dramatic or musical at dity. But many of them are simply loals, seen more than they are heard. To the girls, the TV demand for their looks or taken is means in other fearly were and the assurance that they will be seen by a larger audicate on the networks in two or three weeks than most movie and stage stars can draw in a couple of years. But none of them expects to grow old in her new role, Janet Blair (see cover) is the third TV wife Comedian Sid Caesar has taken on in five years—following Imogene Coca and Nauette Fabray. Of all the season's new girls, she has the Liggest and most demanding assignment. A veteran performer, she has started in shows on Broadway and in the title role of the movie. We Sister Edeen. On TV she will have to sing, dance, act and cope with Caesar's frequent ad-libbing. "She's got a quick wit," says Caesar, "and that's for me."



NEW PARTNER FOR A TOP COMIC

Janet Blau first played with Sid Cars in when he was a singing, slaphappy sailor in the movie Tura and Spars in 1916 tabace). Now, after a series of successful stage and movie shows sto repairs him in role of his TV wife on his NBC Saturday in 10 story and shows over Caesar's shoulder to read a script.





## KENT NOW AT POPULAR FILTER PRICE

NOW you can enjoy America's most flavorful, largest-selling premium clgarette without paying a premium price for it!

Here's what makes it possible to bring this good news to America's smokers:

- A complete, new, ultramodern plant—the most efficient cigarette factory in the world—is now in production on KENT.
- New, high-speed machines are turning out thousands more packs per hour of smoothsmoking, easy-drawing KENT.

You'll find a double pleasure now in smoking flavorful KENT cigarettes.

You'll be getting the pleasure of a truly fine smoke... for KENT is still the same quality eigaretic with the rich, full flavor, the easy-drawing Micromite Filter that have helped it outsell all other premium brands.

And you'll enjoy the extra pleasure of getting

this premium smoke at a popular price. For now KENT—King Size and Regular—costs no more than average filter brands.

The new price is in effect now. So pick up a pack or carton of KENT today and discover this double pleasure for yourself.

P. Loullard Company

Maker of KENT—the only cigarette with the Micronite Filter

STATES AND "HIGHDRIFE" AND REGISTERED TRADEMARKS OF P. CONIL, AND DOMPART

#### TV GIRLS CONTINUED



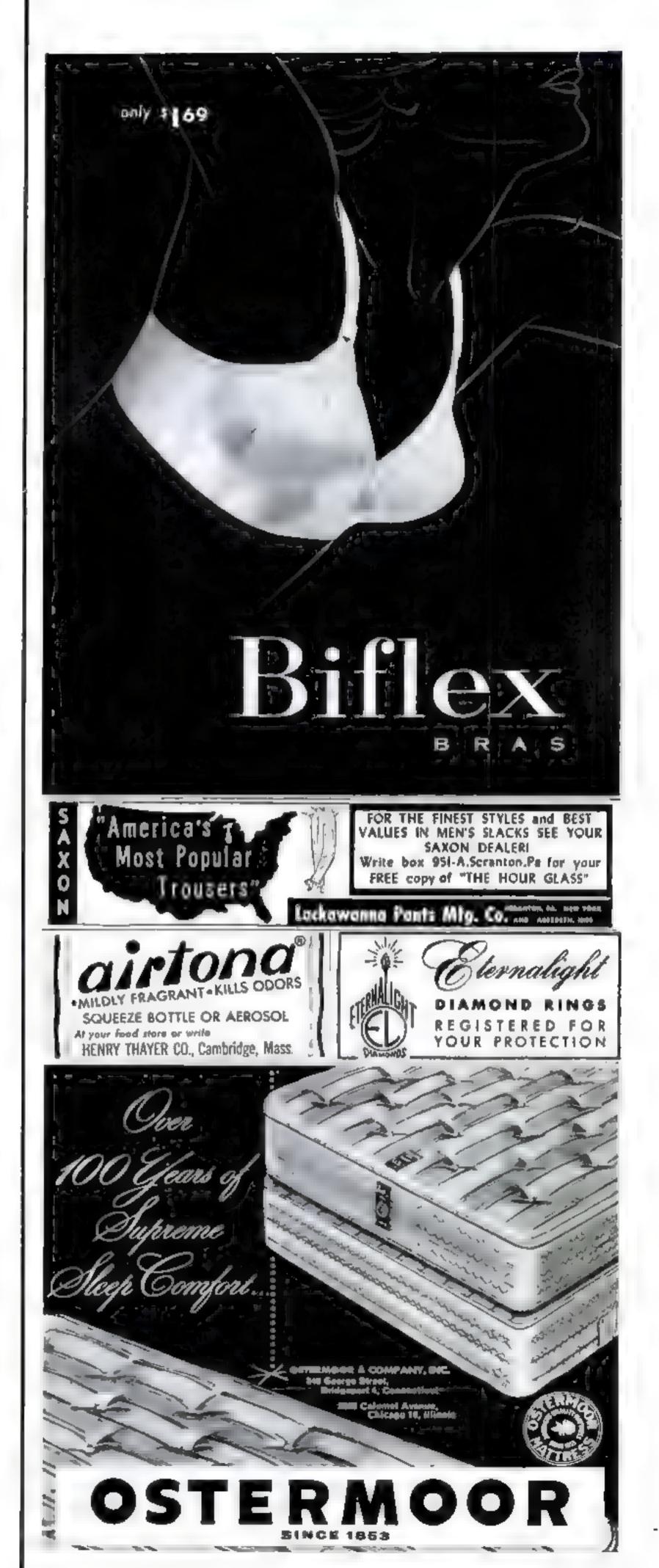
AS DANCER, Caesar's new partner Janet Blair, works out with chorus in preparing show's production number for song, I Could Have Danced All Night.

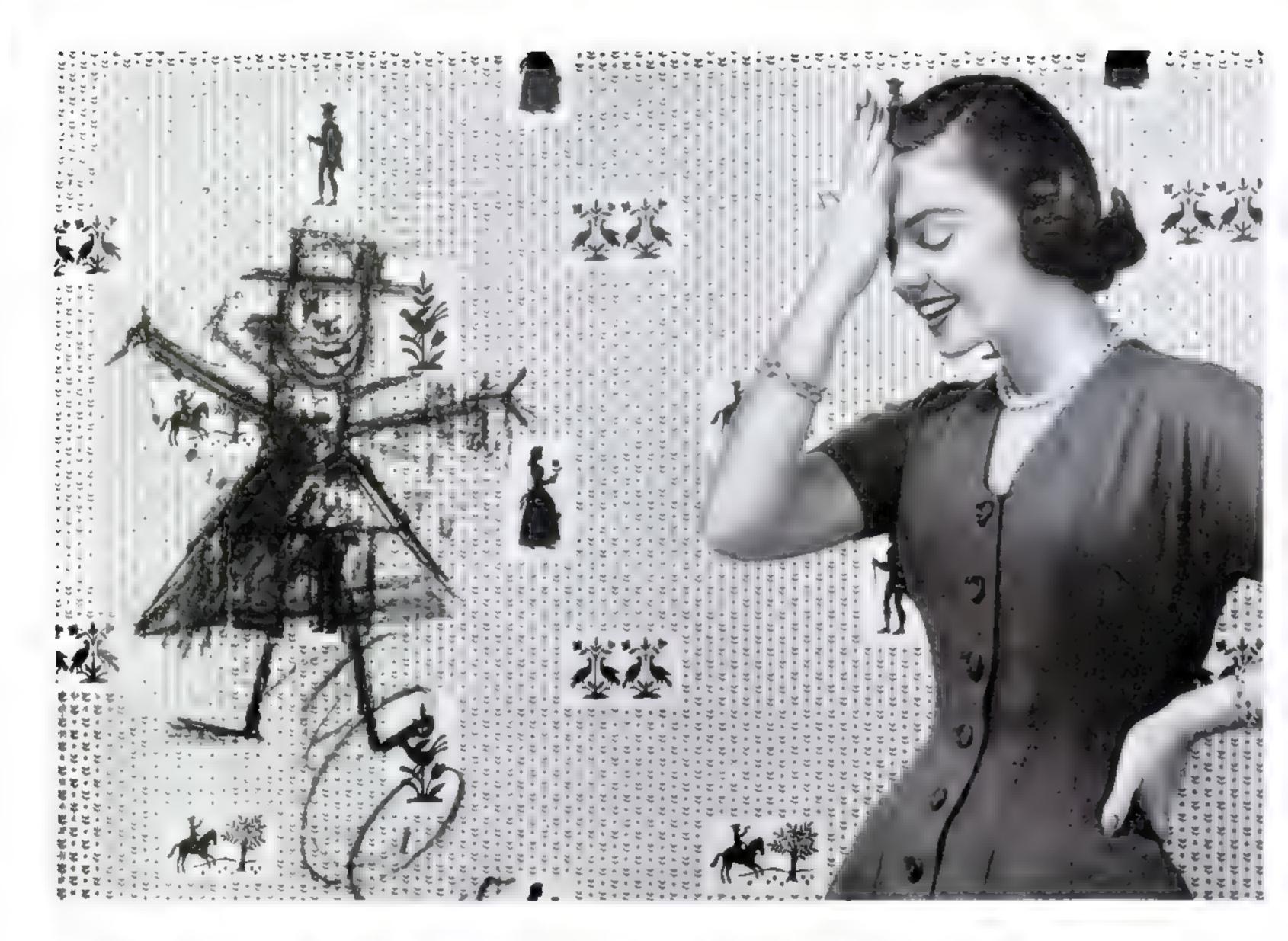


AS ACTRESS, Blair rehearses scene with Caesar. She takes on the role of wife who has to show constant interest in her commuter husband's troubles.



AS PRETTY GIRL on the show. Miss Blair shows her attractive profile. "I've come, I've seen." the new star said, "and this Caesar's conquered me."





# When kids act like kids, you'll thank your stars for washable Wall-Tex walls

This beautiful wall canvas washes like tile . . . won't chip or tear . . . and you can hang it yourself!

Thousands of mothers have discovered to their delight that there is no need to go in for purely "practical" decoration while youngsters are growing up. With Wall-Tex wall canvas, any house becomes play-proof.

Wall-Tex is not a wallpaper, not a synthetic imitation. It is canvas, most serviceable wall decoration known. Canvas won't chip like paint or tear like paper. It helps hide ugly plaster cracks, too.

#### It's Honestly Washable

Best of all, the WALL-Tex finish is permanently baked on. Fingermarks, smudges, even grease spots wash clean with soap and water. The lovely colors aren't harmed. WALL-Tex is waterproof, too; wonderful for steamy bathrooms.

Being canvas, WALL-TEX gives any room a look of luxury. Run your finger over a swatch. Instead of a cold bare surface you can feel and see the warm rich texture.

#### Do A Room In A Day

Wall-Tex is the easiest of all wall coverings to apply. No mess, no smell, no waiting for the job to dry. Wall-Tex comes ready to hang. You can do a room in a day.

Your favorite decorating or department store will be happy to show you the new Wall-Tex collection. They will recommend a decorator, or if you prefer to do it yourself, they'll explain how to hang your own Wall-Tex and save. Stop in this week. Or write us for a free Wall-Tex portfolio including sample swatches.



#### NEW! MATCHING FABRICS!

Just introduced—a brilliant new group of WALL-TEX patterns with matching fabrics, table cloths and shower sets—all coordinated to help you plan a room with a professional touch. Be your own

decorator. Pick your patterns, mix or match your colors — you can't go wrong See the WALL-TEX Matching Fabrics sample book at your favorite decorating or department store!

## Wall-Tex WASHABLE CANVAS

COLUMBUS COATED FABRICS CORPORATION, COLUMBUS 14, OHIO

IN CANADA, EMPINE WALL PAPERS LTD., TOADATO

#### TV GIRLS CONTINUED



#### VETERINARIANS' HILLPER

Example 1 to booter May Wyon prays the rele of receptorist to two vetermarisms in NBC's A satistic Ark series produced and doctorally TV temporary Jack Webb. Injured an indeeplay supporting reless



#### WHOLESOME PRESSER

Name V Halley I clos operate a dry clean (28 loca) I districts the photographer mext deer in Coss's The Bentiers. Miss flactly was a can on mobile a given at eq. 1 was termally a feeking." so expens

#### SIBEN FOR A SHY BOY

I da Milan pla si salway i de fled tempress who must keep er es of si Wali Loy in NRCs. In Arratios of Himme History In the specific rows so wear call destine you apach is not



#### BRIGHTENING UP A SHOW'S START

Here 21-year-old Sandra Rehn, a serious student of acting, is running through her entire 30-second appearance in a study bathtub on the first of Comedian Jonathan Winters' NBC series. Her job is to introduce the weekly program with some scene like this. She is guaranteed at least one speaking line on every show.

## Darrell Stuart

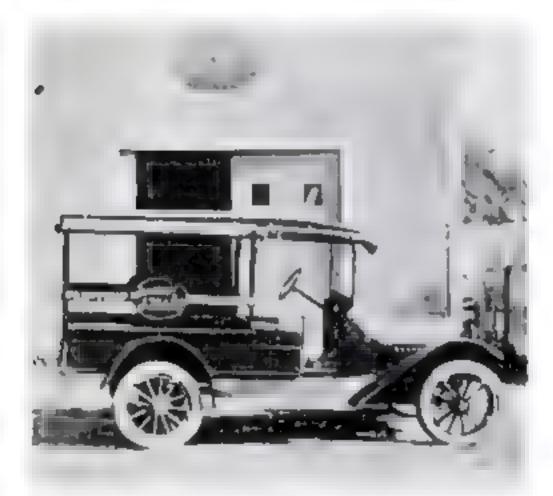
Or how to paint your way up the ladder

"You hear a lot of talk these days about the danger of big companies getting bigger.

"What people overlook is that every big company creates opportunity for small ones to start and grow strong. I'm a good example.

"I quit school at 15 and went to work as an apprentice painter. When I was 22 I started a little decorating business in Santa Barbara, California.

"In 1930—when I was 33—I had an idea I could do hetter by speciatizing. So I bid on painting a Union Oil service station. I got the contract, gave my decorating business to my superintendent, and started to specialize.



DARRELL STUART, PAINTING & DECORATING, 1919

"I had a truck, a hired hand, and \$1000 I'd horrowed from the bank. I did a better paint job on that first station than Union had ever been able to get for the money—and still made \$40. As a result, I kept getting more contracts—and borrowing more money. Profits I put back into the business for equipment.

"Today, Darrell Stuart Inc. gets most of the paint work for Union Oil's marketing department, and a sizeable amount from other depart-



DARRELL STUART: "BIG BUSINESS IS THE BEST FRIEND AND CUSTOMER SMALL BUSINESS HAS."

ments, too. We still bid competitively on every job-and still do a better one than Union itself can do any other way.

"We employ over 200 people, work 92 trucks and own our own building, mortgage-free. Last year we grossed over a million dollars. "But the point is: if Union Oil hadn't given me the chance, I'd never have had the incentive to come this far. In my book, big business is the best friend—and customer—small business has!"

Last year our customers paid us a record \$368,760,900. That's strictly big business.

But when you take a closer look, you find we spent 72% of that \$368,760,900 with more than fifteen thousand other companies and individuals with whom we do business

Many of these companies—like Stuart's—have grown with us. As long as we continue to do a better job, there's a good chance some of those small companies will be the big ones of tomorrow.

YOUR COMMENTS ARE INVITED: Write: The Chairman of the Board, Union Oil Company, Union Oil Building, 617 West 7th Street, Los Angeles 17, California





## Union Oil Company of California

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL





#### OUTDOOR GIRL IN A CAMP

Joyce Holden plays role of a counselor who works in a girls' camp and falls in love with a nearby ranch foreman on Walt Disney's Spin and Marty series on ABC-TV's daily Mickey Mouse Club. "I'm good at canoeing and at swimming and I sit a horse good," Joyce says, "and that's why I got the role."



#### SCOTTISH LASS IN BROOKLYN

First of TV's musical situation comedies is Hey, Jeannie on CBS. It stars British-born Jeannie Carson who plays role of Jeannie MacLennan, a Scottish lass who, among other improbable employments, drives a taxicab about Brooklyn. Actress made her television debut in the U.S. in Best Foot Forward.



#### I'm never without MURIEL

Muriel cigars! Sweet music to your taste. The mellow-mild happy cigar. Make MURIEL CIGARS the light of your day!



BENATORS



ESTEE, 3892 Broadway, New York 22, N. Y.

ARTLOOM CARPET CO., PHILA. PA. EY BUMPER POOL TABL

with DuPont Chemicals



Lifetime Recreation for All the Family! Legs fold for storage, From \$98.50 to \$179.50 Product of Valley Mig. Co., Bay City, Mich.

AT LEADING SPORTING GOODS DEPTS.

#### The Medicated Powder The Whole Family Enjoys



Mexicana soothes, prevents diaper rash, chofe, minor rashes. Checks ath etc's foot itch. Antiseptic, speeds healing. Gentle medication in pure cornstatch base re-Lieves, comforts, 394, 79c and \$1,19.





Better say "yes!"

Because these whiskey sours are mighty special!

One is made with world-famous 100 proof bonded Old Taylor-so rich, so mellow, so deeply satisfying.

The other-Old Taylor 86-gives you full enjoyment of true bourbon flavor in lighter, milder, lower-priced 86 prooflightest fine bourbon made.

Now see what a choice you have!

For deeper, richer, 100 proof flavor, use bonded Old Taylor. For the same quality in lighter, milder, lower-priced 86 proof, choose Old Taylor 86. Never did such rare bourbon come to you so light and mild!

Never forget-the tastiest drinks are Old Taylor-Made!



100 PROOF **Bottled** in Bond

86 PROOF Lighter, lower-priced

#### OLD TAYLOR

"The Noblest Bourbon of Them All"





Look for this "Protector of Beauty" display when you shop.

See SYLMER and SYLFLEX in action this month in these and other leading stores.

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MILWAUKEE ..., ... Bestes Store

## Now you can have the lasting



SYL-MER the "invisible umbrella", safeguards the luxury it imparts to fashion fabrics; keeps them dry in the rain; gives built-in protection from spotting; makes the press more lasting; helps keep upkeep down.



SYL-MER the "invisible slipcover", prolongs the life and beauty of fine upholstery. Water-borne stains whisk off without wetting the fabric. Keeps decorative fabric new-looking longer with less care.

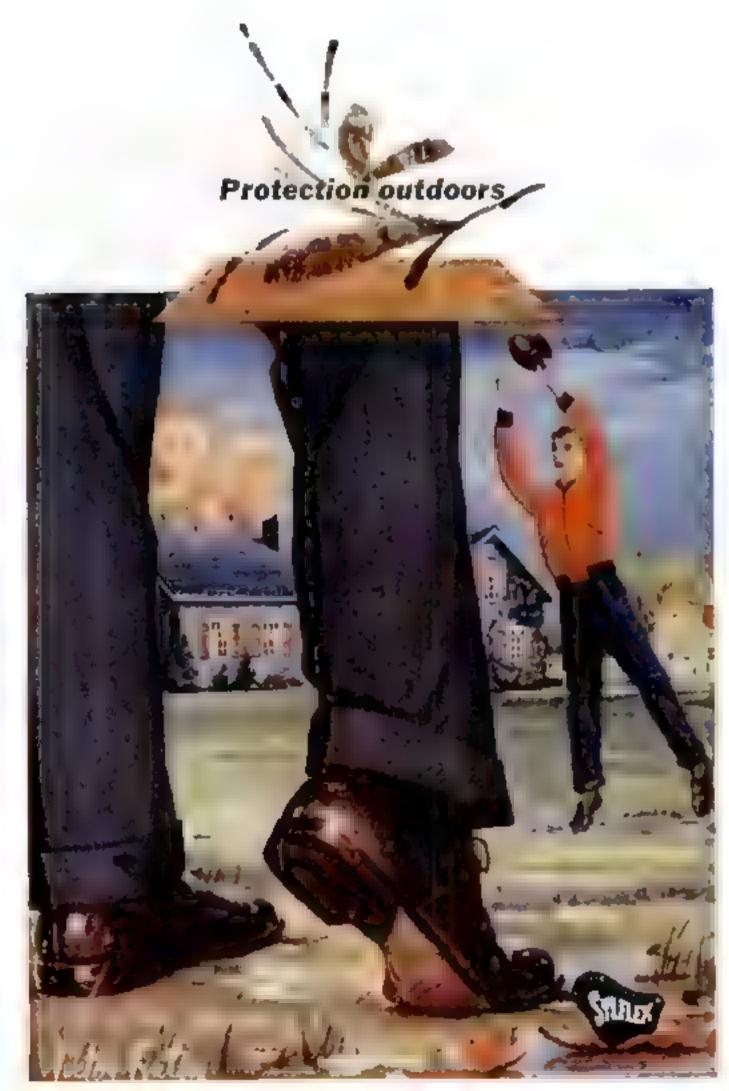
## protection of

# In shoes, it's **SYLFLEX** the new tannage that keeps the life in leather

More good news! Dow Corning Silicones are being tanned into leather, to make footwear more comfortable.

Keeps water out, yet lets leather breathe. Shoes of SYLFLEX\* tanned leather stay soft and new-looking longer with less care, because they're protected from the harmful effects of water and perspiration. SYLFLEX gives you dress shoe smartness with house slipper comfort and overshoe protection.

## the silicone for fabrics...



SYLFLEX the "invisible overshoe", keeps water out, lets air in. Shoes of SYLFLEX-tanned leather stay soft and phable because rain and perspiration can't soak in to wash away the life of leather.

Imagine life without any of life's "little" irritations—like drenched clothes, wet feet, spots on suits or upholstery fabric. Wouldn't it be wonderful?

It is wonderful. And the word for it is SYL-MER. This is the Dow Corning silicone that makes fabrics softer, richer, more pleasing to the touch. It's SYL-MER that keeps fabrics dry in the rain, less prone to wrinkle, safe from most spots and stains, easier to care for.

Thanks to SYL-MER, you can now have "fair weather" fabrics in all-weather fashions; choose the most decorative upholstery fabric for every day living! And, SYL-MER stands by to protect fabric even after repeated dry cleaning or laundering.

Live more comfortably—and more happily—with the protection of SYL-MER and SYLFLEX. The Dow Corning trademark is your assurance of fabric finished and leather tanned to meet high performance standards. Look for this mark when you buy.

#### DOW CORNING CORPORATION

Midland, Michigan In Canada: Dow Corping Silicones Ltd., Toronto



\*T M Dow Corning Corporation







MARCHING DOWN A HANDSHAKE LINE OUTSIDE ALPHA DELTA PHI HOUSE, A GROUP OF FRESHMEN RUSHEES (RIGHT) ARE WELCOMED BY FRATERNITY MEMBERS

## FRATERNITY RUSHING

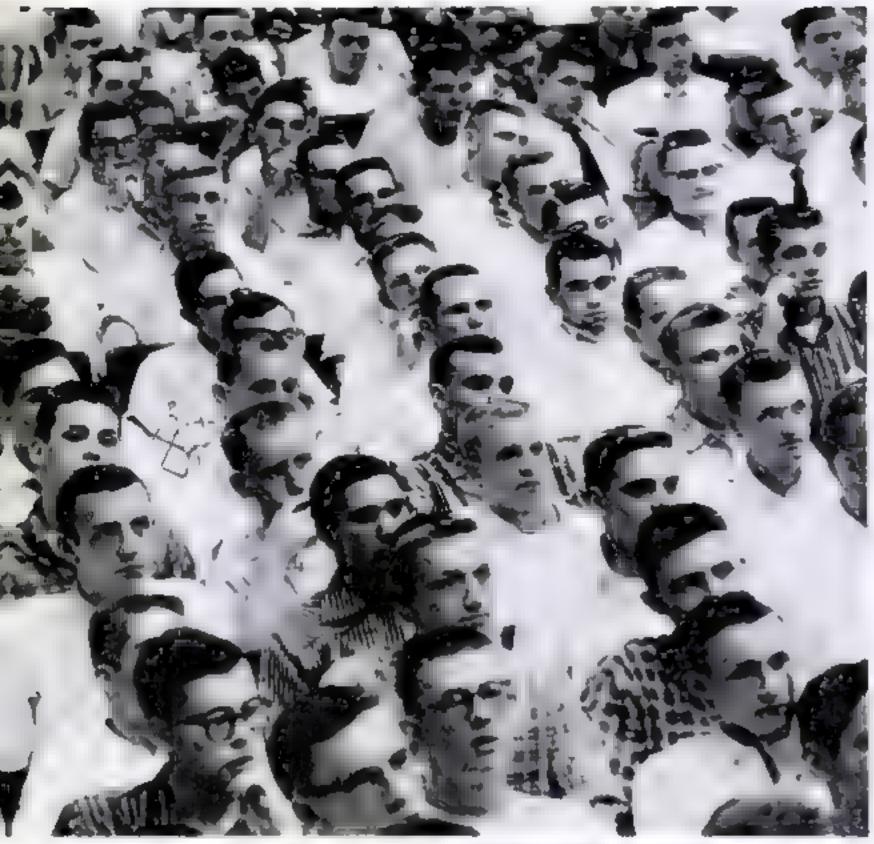
#### Illinois observes the national college ritual on a mass production scale

Early this month, two weeks before classes began, nearly 900 freshmen were swarming over the Urbana campus of the University of Illinois. They were on hand for rush week at the self-proclaimed fraternity capital of the world. Illinois has 58 different fraternities, more than any other college. After four jam-packed days spent visiting and revisiting 50 houses (the other eight carry on their rushing later). 784 new men had been pledged. After initiations, total fraternity membership at Illinois would stand at 2,900 of the 11,000 undergraduate men.

Filled to virtual capacity, the fraternities at Illinois reflect the sturdy position of the fraternity movement through the U.S. Since 1946, on 300

campuses, the number of national fraternity chapters has jumped from 2.600 to 3,500. Undergraduate membership has increased 60% to over 200,000. The growth in numbers has been matched in part by a new growth in responsibility. Often condemned as anti-intellectual, many fraternities now encourage scholarship by competitive awards. To meet charges of discrimination all but seven national groups have removed racial eligibility clauses from rules. But on only a few campuses has there been any effective move to admit Jews or Negroes—who, in many places, have their own fraternities. Improved if yet far from perfect, fraternities still exert the traditional rush-week fervor shown on following pages.

#### FRATERNITY RUSHING CONTENUED



ATTENTIVE RUSHEES attend iniversity briefing session night before formal rushing begins. Advised on behavior, they were tild: Be hone-t, not modes! "

## SELL IN LOW KEY

The fraternities at the University of Illinois began formal rushing this summer when they mailed rush-week invitations to the Ireshman class. Some of the better prospects were visited in person, Of 3,500 incoming men, 898 elected to sign up for organized rushing which is supervised by the university. On the campus, organized into groups, they spent the first three days in daily visits to sex fraterioties they had chosen. On the first visit they met the members and toured the house but were given no long sales talks. All the while they were being intensively scrutinized by the upperclassmen. By the second or third day, each fraternity had classified the men it liked and those it did not, using a rich slang all their own. Then the low-pressure sell turned high pressure (next page).



FAGER BROTHERS at the Beta The a Pr fratern ty stand on the front porch of their house, ready to greet a group of restees who are waiting on the sidewalk







ATHLETIC PROWESS at the Delta Chi fraternity is demonstrated by Don Torny, a sophonore who

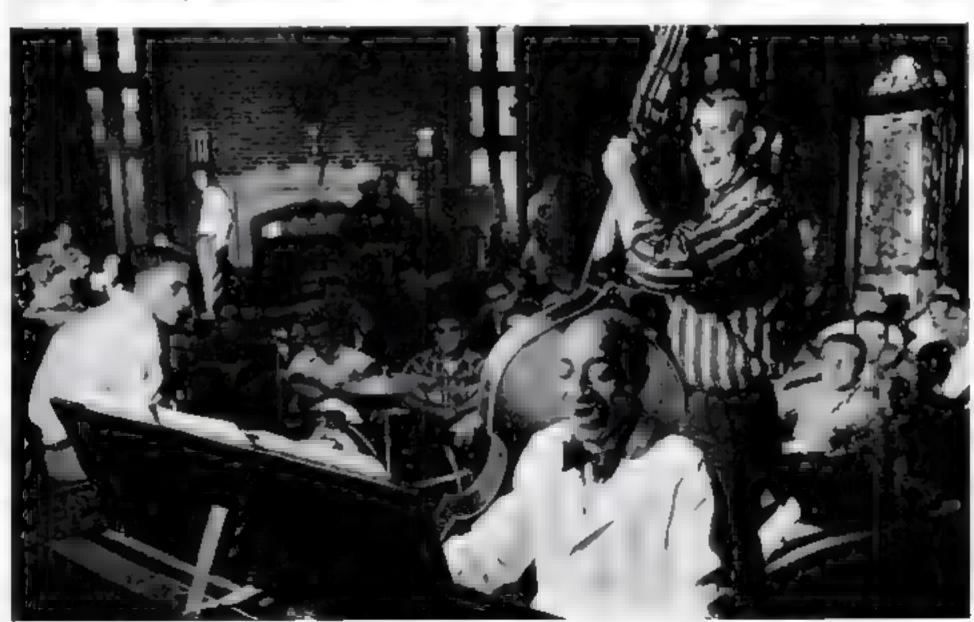
holds hig Ter than dieg championship. Lire, before visiting tees men die performs und au somersæde.



HOUSE FACILITIES, including a washroom, are shown to a rostice (foreground) at Par Delta Theta



SCHOLARSHIP PLAQUES won by the Beta Theta. Pr house are explained by non-her to rus see (hft),



HYPNOTIC STUNT (left) is performed at Sigma Alpha Epsilon. The subject is rigid between tables.

JAZZ TRIO, consisting of two brothers and house porter at the piano, entertains at A.pha Delta Phi.

### TURNING ON THE HEAT



ON THE MARCH, to the accompaniment of the fraternity marching song, rushees join members of Alpha Delta Phi i hipter in a living room ritual designed to give the visitors an idea of the house spirit.

nia, a sharp box (back to camera) hears some highpressure selling. Let's talk about Frotherlood, ... We really want to do something to get you."



#### FRATERNITY GLOSSARY

SHARP SOY: A rushee who is considered great material for a house

FACE MAN: A rusher who is goodlooking but not necessarily sharp. JOCK: An athlete as a "track jock,"

HASH SESSION: Meeting at which a fraternity rates its rushees

FUUSH: To reject a rusher.

CROCK. An undestrable rushee who gets flushed at the first bash session.

closer case: A crock considered so bad he must be seeluded and not allowed to mongle with other rushees, 40-POUND ROBIN: A crock so per sistent he keeps after brothers, weighing them down like an oversized bird.

FURNITURE: A rushee not thought gano enough to pledge but personal le enough to make house look full.

HOT BOX: Situation in which brothers turn the pressure on a sharp boy HOT: A sought-after rushee.

#### THE RUSHEES FRATERNITIES SEEK.



TOP STUDENT Tom Anderson, 18, of Antora, 111, was number one man in his high school class. A scholarship holder, he planned to join a fraternity but said. "Primarily I'm here for an education."



STAR ATHLETE Jun Bowers, 17, of De Kaib. Ill., is holder of national prep in le championship. Personable and bright, he was one of the most sought-after of all the fre-hmen going through rush week





basement to play pool with lored list or (nor as signed to keep land out of sight. Another losse, however, might consider this mistice a sharp bey

CROCK SQUAD, three wothers given place keepsing crocks away from the first conscious is a reterior thore was at the Beta-Ibe a Primuse with a mental telepathy track crivily up playing acids



SMOOTH DRESSER Jake Blevans, 18 of Danville, Ill., is a natty prospect. "I think I have good taste in ctothes," he says, "and I guess others think so, too " He was president of his class at high school."



BIG WHEEL Gordon Kaplan. 18, of Chicago, was an outstanding leader in activities at high school. Confident in all the houses be visited, he said, "I let things take their course and see what happens."



FRATERNITY RUSHING CONTINUED

# TOUGH DECISIONS BY ALL

In the long and arduous task of classifying the rushees, fraternity men meet in frequent hash sessions like the one at right. With the fraternity president or a rushing chairman usually presiding, names are taken up one by one

"Listen up, men!" the chairman barks. "All

right now, who had Bill Jones?"

"He'll never be a dater, he's practically married . . ." says a voice, "but I think he's really hot."

"Let's give him an A," says the chairman, and all the brothers raise hands or snap fingers to indicate agreement.

A brother says, "Let's flush Smith right away he's just a face man. . . ." Another yells out, "Don't let Brown get away—we have no other piano players. . . ."

And so it goes until Friday night when, after the last weary session, each house turns in to the rush-week office its final list of bids.

That same night, in the university auditorium, anxious rushees mark down first, second and third choices. For some, already invited to join by the house of their first choice, the job is uncomplicated. For many, unable to decide which house they prefer, the choice is agonizing. But for almost all, as one rushee said, "it's the biggest decision next to getting married."



THOUGHTFUL as they ponder final decisions, two rushees recall their impressions of houses visited.

PERPLEXED by choice they must mark on preference cards, rushees sprawl over seats in auditorium.



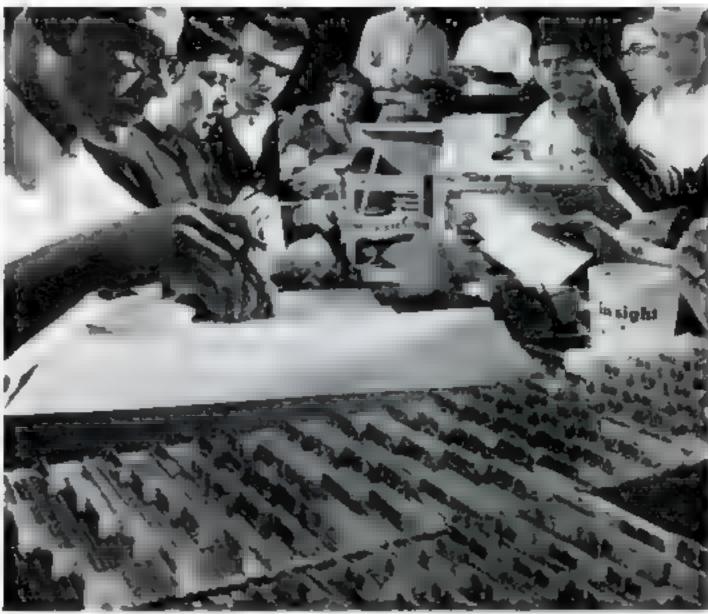
IN AN EXHAUSTING HASH SESSION AT BETA THETA PI HOUSE, BROTHERS VOTE THEIR PREFERENCE FOR





A RUSHEE GOING THROUGH LIST OF 130 NAMES, THEY DEBATED UNTIL 3 A.M.





MATCHING THE BIDS from fraternities against the preferences of the rushees, members of the Interfraternity Council staff work steadily through the night.



RACING FOR THE NEWS, rushees bolt through a just-opened door to pick up the envelopes which will tell them what fraternity—if any—they have made.

#### FRATERNITY RUSHING CONTINUED







TEMPORARY LOSER Ted Allison tells student counselor (top) he rushed wrong houses. Allowed to rush elsewhere, he tried Chi Phi (middle picture), was a hit there (bottom) and was pledged.

### SMILES FOR NEARLY ALL

At 11 o'clock on Saturday morning, as they tore open their envelopes, the rushees came to the end of a nerve-racking week. For 75 men, the news was bad. They got no bid at all. "It makes you kinda lose faith in yourself," said one. "I hate to face my folks and my girl," declared another.

But bids came to 784 others, most of them from fraternities of their first choice. Among the winners were some last-minute entrants who, having had no success at the houses they

had chosen to visit during the first three days, had been allowed to rush extra houses on the fourth. There they had proved successful.

Because the university has found that there is a house for almost anybody, if he can just find it, informal rushing will be permitted to begin again this week. Now, with yet another chance, the losers of yesterday may also come to share the feeling of one new pledge who said, "Now I know I belong someplace, that I'm not alone here among 19,000 people. . . ."





→ DEJECTED LOSER (opposite page) slumps over a table in a university hall after getting heartbreaking news: none of the six fraternities he first rushed invited him back on Friday. Even three other fraternities he rushed the last day gave him no bid. Temporary losers at left were luckier: all finally pledged.

BEAMING WINNER, Gordon Kaplan (p. 140) receives his piedge pan from an upper-class brother at the Sigma Alpha Epsilon house, the fra ern is of his first choice. Driven there Saturday morning in a Cadillac of a member, Kaplan moved in right away, bags and all, to begin a four-year life in his new home.



#### **EVERYBODY GAINS** from smooth-riding

You, the driver, enjoy the trip more than ever when you ride modern velvet-smooth Asphalt pavement.

It's quiet . . . and you relax. The seamless surface has no expansion joints . . . to play a monotonous thump . . . thump . . . thump on your nerves—to send shivers of vibration through your car.

You see the center-line clearly as it guides you safely day and night. And since Asphalt absorbs glare, there are fewer bright reflections to strain your eyes.

And you, the taxpayer, gain by having more miles of wider up-to-date roads for your tax dollars . . . made possible by the lower cost of modern Asphalt construction. Find out more about how everyone gains from modern built-to-endure Asphalt highways. Write for the new booklet "... From The Ground Up."



#### modern ASPHALT highways



#### Engineered for rugged wear!

Modern Asphalt highways are scientifically constructed from the ground up for today's and tomorrow's heavy traffic. And these durable, dependable Asphalt highways provide more miles per taxpayer dollar!

Weekend traffic calls for extra care in driving. Your engineers are providing you with many miles of good roads. Your safety depends on how you use them.

Obey the laws.

Be courteous.

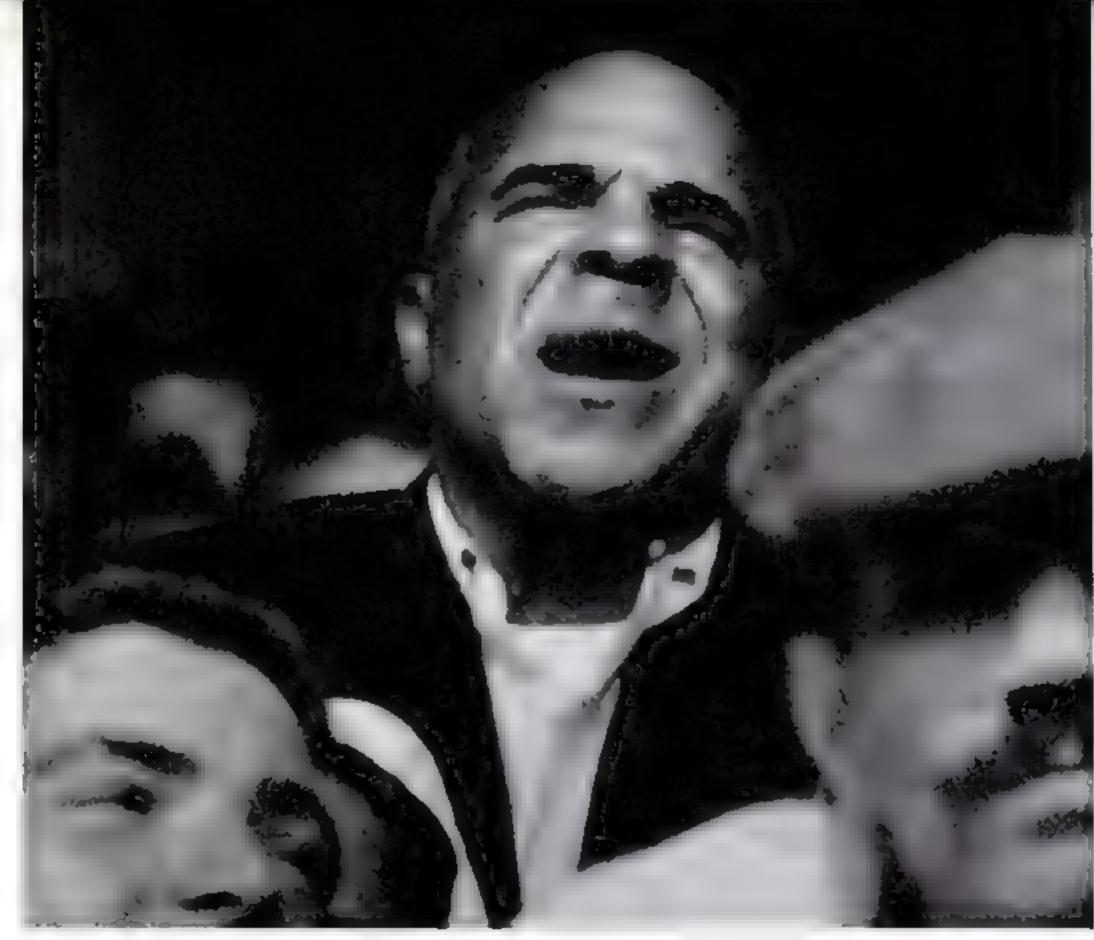
Drive carefully.





Ribbons of velvet smoothness . . .

MODERN ASPHALT HIGHWAYS-



AGONY OVERTAKES EMOTIONAL BROOKLYN SPECTATOR AS A BUDDING OODGER RALLY IS CUT SHORT BY MILWAUKEE

# A STRENUOUS RACE FOR THE FANS

#### The tight pennant fight tries spirit of a diehard Brooklyn spectator and a Milwaukee radio rooter

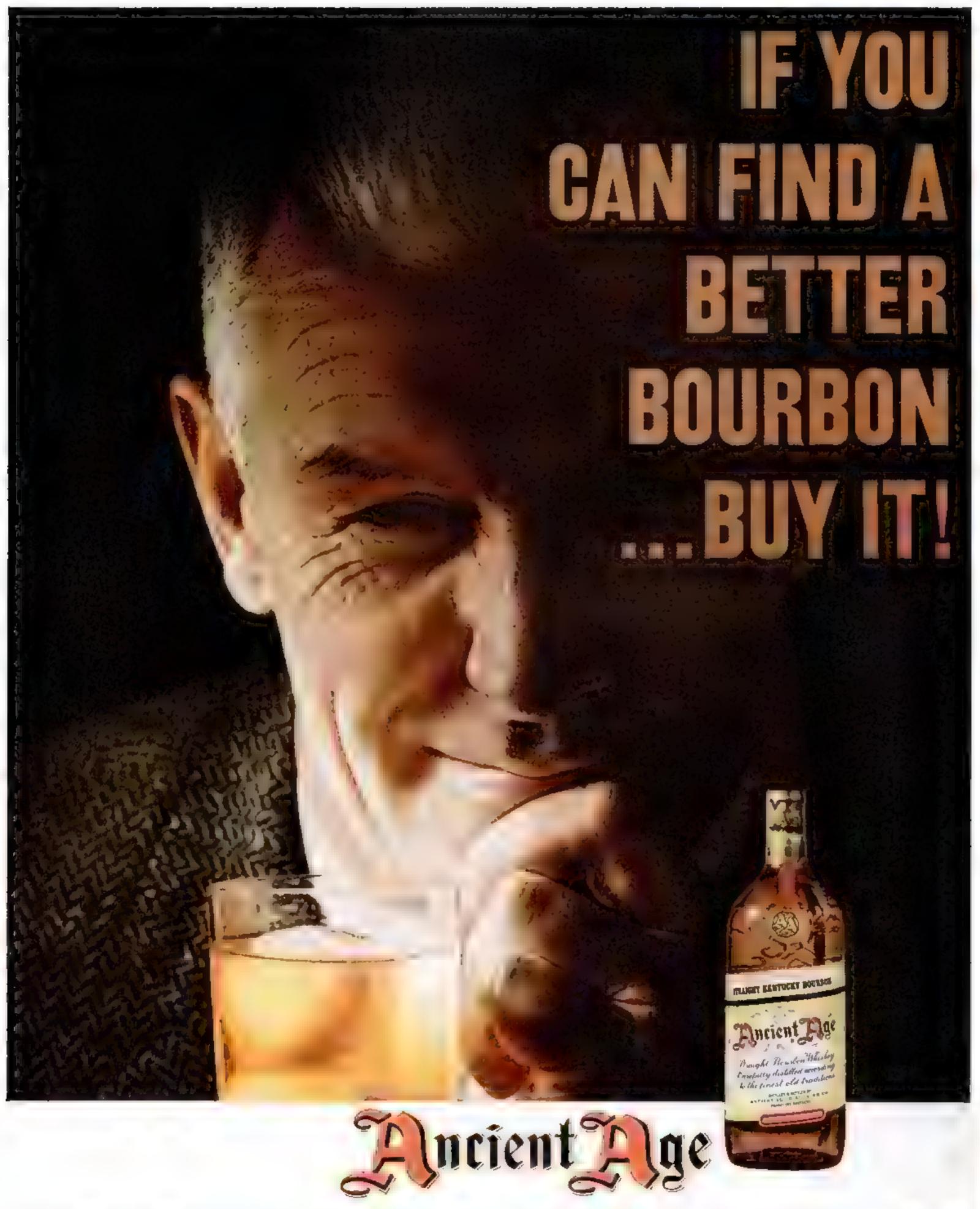
The ups and downs of last week's desperation clash between the Brooklyn Dodgers and Milwaukee Braves were recorded more dramatically by the faces of two fans than by box scores. As the pennant rivals met head-on with the National League lead at stake—and the Cincinnati Redlegs still close behind—the most demonstrative partisan in Ebbets Field's traditionally partisan stands (above) gave his emotions an exhausting workout.

Despite his presence on the scene he had nothing on his Milwaukee counterpart, Robert Kahn (below) who, like most of his ardent townsmen, radioed-in on the two-game series. Before the teams had split even with Milwaukee maintaining its slim lead there were six home runs, three errors, three double plays and one abortive attempt to steal home. How the two fans reacted to such harrowing happenings is shown on page 155.









Out of Kentucky, the great bourbon country, comes the greatest of them all, mellow, warmhearted, aged to perfection six full years. Ancient Age. We challenge you to find a better bourbon. Kentucky Straight BOURBON Whiskey - 6 Years Old - 86 Proof - © Ancient Age Distilling Co., Frankfort, Ky.



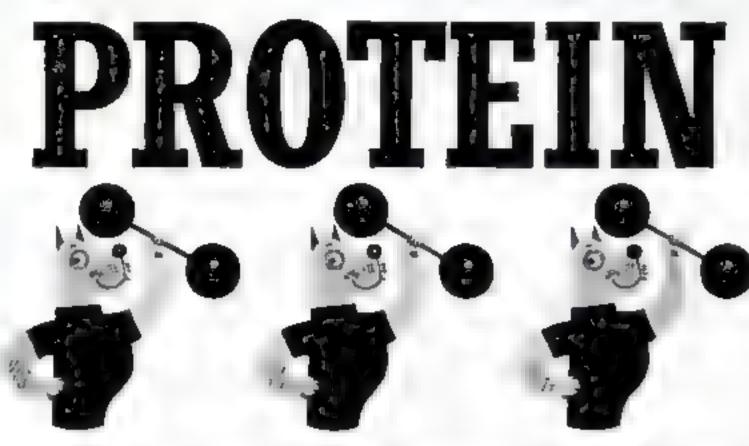
#### AN INNING AT EBBETS FIELD . . .

For the Dodger fan (left) in Ebbets Field and the Braves rooter (right) listening to the game in Milwaukee's First Wisconsin National Bank building, the second game was almost too much to bear. In the minth inning, with his team trading 8–7, the Brooklynite shows disgust (top) as Reese fouls out, belligerent hope as

... MEANWHILE, BACK IN MILWAUKEE

Snider comes to bat, leaping joy as Rohanson singles, pained resignation as the rally dies. Robert Kahn (right) cheers a Braves double play (top), tensely 64-lows Bobby Thomson's attempt to steal home (see p. 156), worries as a Dodger walks in the seventh, foudly acclaims final out and Braves' victory in the ninth

#### Strenuous Race for the Fans continued



GIVES DOGS THAT TRIM, LITHE LOOK

If there's one thing your dog needs—for trim, lively good health—it's protein, high-quality protein. And that's what Gro-Pup has plenty of about twice as much high-quality protein as most canned dog foods. Protein for firm flesh and muscle—Protein for vigorous health. Whatever else you feed—be sure to include Gro-Pup, the high-protein dog food, daily.

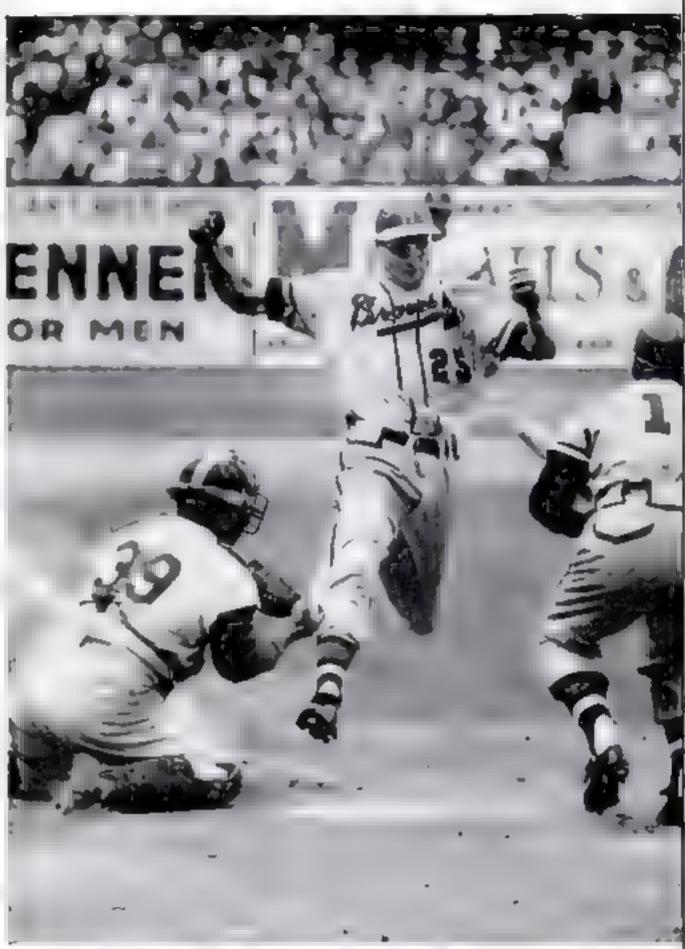


# GRO-PUP

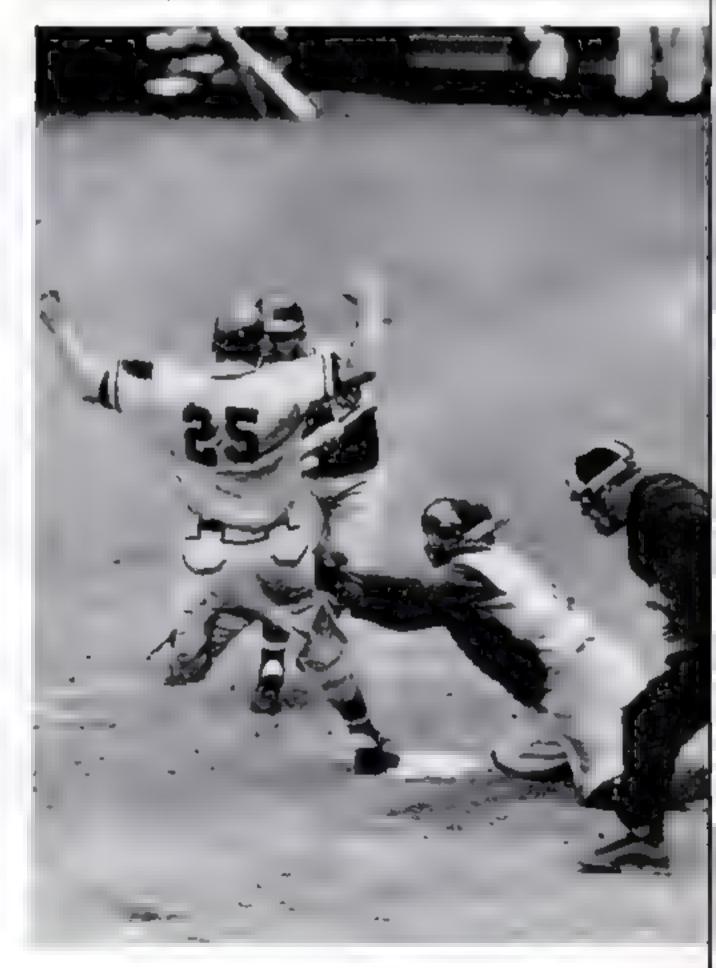
HIGH-PROTEIN DOG FOOD



LOVE WOOD? You'll love Monsanto's Rez. Colors wood, won't hide grain. Outside, Rez handsomely protects; inside, brings beauty in depth to wood paneling, cabinetry For color booklet showing the 13 Rez fashion colors, write: Rez, Box 291, St. Louis, Mo.



STOPPED IN STEAL, Braves Bobbs Thouson charges uto plate totorical and is tagged forcefully (below) by Catcher Roy Companella, chemson who broke from thard on patch to CL ick be ner (at plate), was fined \$100 by Manager Fred Haney for attempting to steal without his order. But the next ing in Philadelphia Outholder is someon sixed two extraining games with long throws to the plate in a stood a good chance of Laying the inject escended.



When friends come to call\_\_\_

# Serve beer in New No-Deposit Quart Bottles

The convenient new Party-Size quart bottle—that you don't take back to the store—brings you beer (and ale) at flavor-peak.

Here's why:



Keeps beer cool 93% longer than 12-counce cans...within the just-right 40- to 50-degree range far longer than any other one-trip container. And because they hold the cold longer, quart bottles are wonderful for parties—where variations in consumption time are bound to occur.



elicate flavor. See for yourself. Just let your favorite beer or ale aerate freely own the neck of the bottle, over the bottle's clean lip. Let it form its natural ead. Now taste beer at its best.



More convenient to buy, more convenient to serve... Whether you're entertaining or spending a quiet TV evening, new quart bottles are ideal. One bottle holds five big servings of your favorite beer or ale. Look for the words "No-Deposit, No-Return" on the neck of the bottle.

Glasses shown are Libbey's new Adagin pattern.

Serve these PARTY-SIZE GLASS BOTTLES this weekend-you don't take em back!

NO-DEPOSIT, NO-RETURN BOTTLES
AN (I) PRODUCT

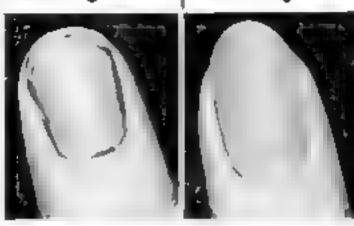
OWENS-ILLINOIS
CENERAL OFFICES - TOLEDO 1, OHIO

# LOVELY NAILS

#### MAKE BEAUTIFUL HANDS

From Brittle, Splitting Fingernails like this 📗

To Normal, Beautiful Nails like this 👃



Nails that split and break at the tips can now be helped. Recent medical. research shows that 7 out of 10 women restored their nails to lovely, manaurable condition simply by drinking Knox Unflavored Gelatine m juice, boundon or water once a day for about 3 months For FREE BULLETIN write Knox Gelatine, Box LI-1, Johnstown, N Y.

KNOX DRINK FORMULA IN PACKAGE

BE SURE! USE ONLY KNOX, THE U.S.P. GELATINE



Mounties-PHOTO CORNERS

LONGER LIFE FOR FAVORITE PHOTOS



Mr. Bemco says: Heaven can wait this is paradise— BEDDING BY Tonight's rest—Tomorrow's health

BEMCO Associates, Inc. EXECUTIVE OFFICES Finance Bldg., Philo. 2, Pa.

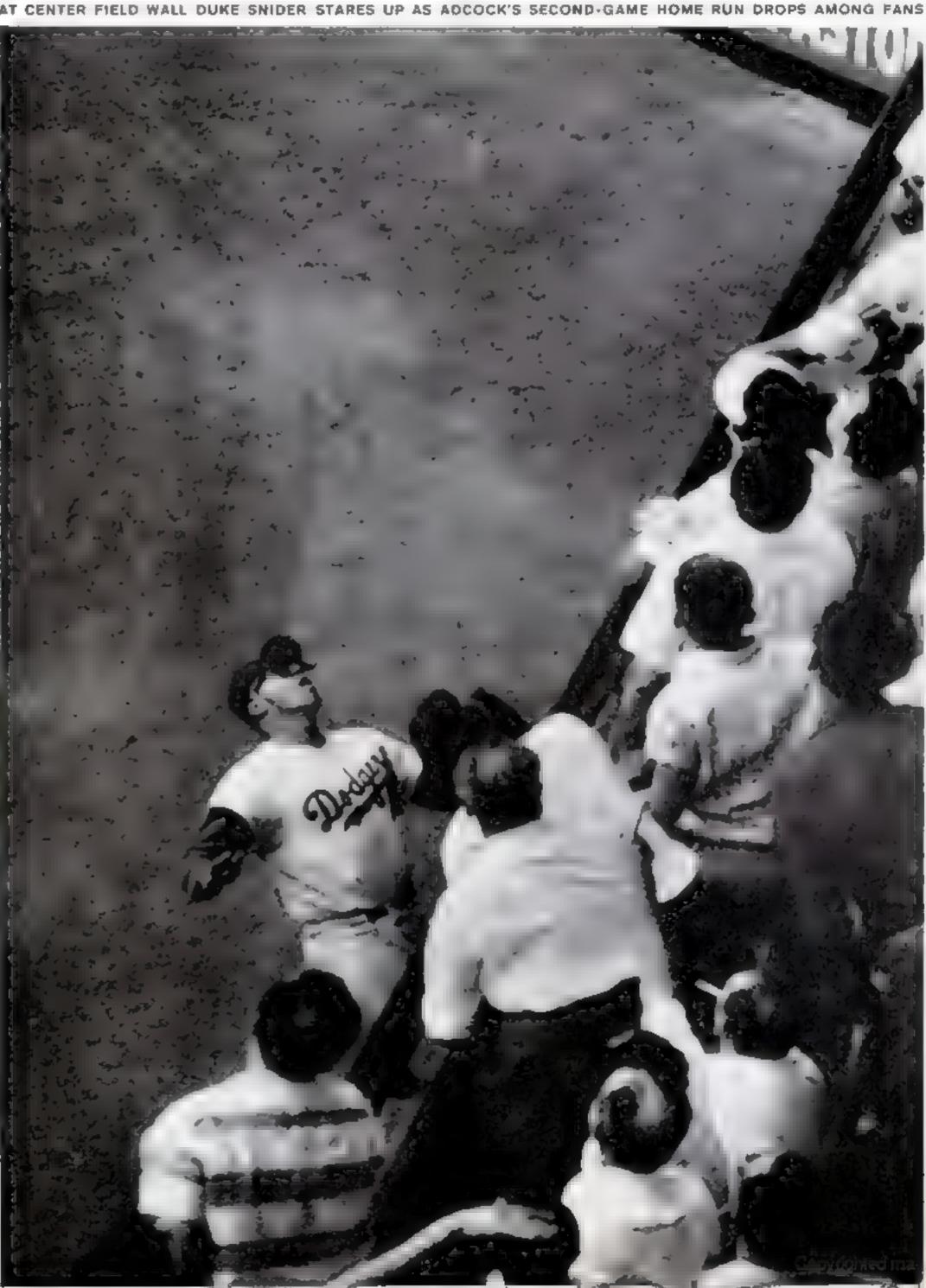
ONSTRUCTION



HOWL BY HITTER is made when Jackie Robinson theatrically shows Limpire Hal Dixon where he was but by patch.



SNARL FROM MANAGER. times when bred Hanev argues with Dixon that Robinson was putting on act to reach first.





### with a PARKER Lawn Sweeper

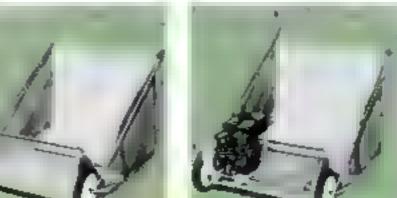
SWEEP YOUR LAWN CLEAN. In one easy pass, leaves, grass clippings—all sorts of lawn debris—are swept up in 1/10th the time it takes to rake them.

SWEEP YOUR LAWN GREEN. Your Parker Sweeper also removes matted grass to let your lawn breathe. It stands crabgrass on end for easy cutting, then sweeps up the seeds to stop its growth.

SWEEP IN THE FALL, SUMMER, OR SPRING. No matter when you use it, a Parker Sweeper will benefit your lawn. Does a wonderful job of cleaning drives, walks, and patios, too!

Choose from five popular Parker models. One of them is just right for your lawn!

Heavy duty Spano-Fig. p. 28" width, 8 bushel capacity . . . wind apron equipped.



Gasoline-powered
HOMEMASTER,
28" width. 8 bushel
capacity...wind apron.



PARKERETTE model shown above, available in 20" or 28" sweeping width.

Fold a-way PARKER
PELICAN Lawn Cart
shown above, 5 bushel
or 15 bushel capacity.

Electric-powered
Electric-powered
Electric-powered
28" sweeping width,
5½ bushel capacity.





PARKER SWEEPER COMPANY, BECHTLE AVENUE, SPRINGFIELD, OHIO

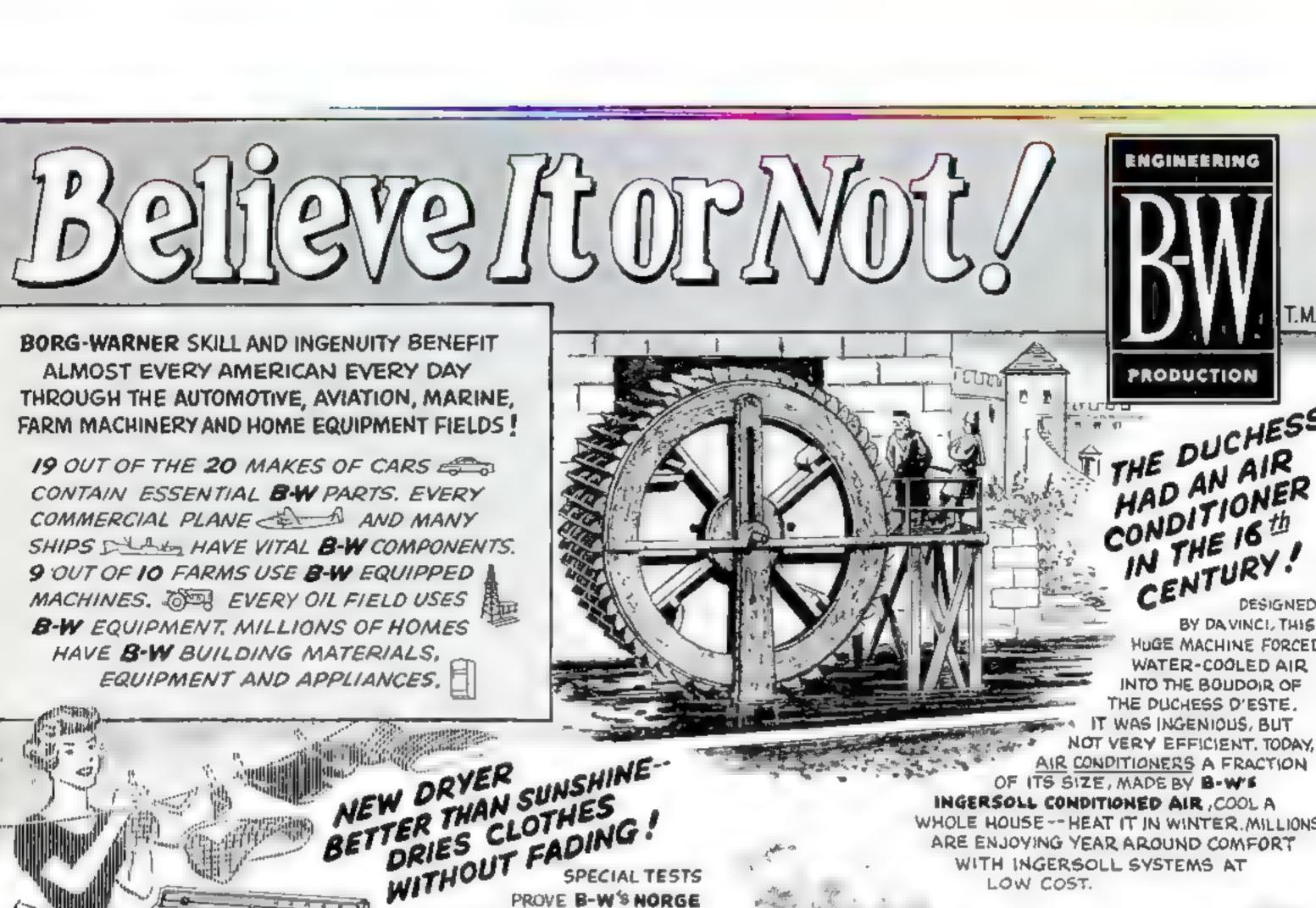
FOUNDED 1884



VOTING MACHINE WAS EDISON'S FIRST PATENT! THE FIRST INVENTION PATENTED BY EDISON, BACK IN 1869, WAS THIS ELECTRIC VOTING MACHINE FOR USE IN STATE LEGISLATURES. IT WAS A FORERUNNER OF MODERN-DAY PUBLIC VOTING MACHINES AND EASIER, FASTER CASTING OF VOTES, BUT, MACHINE OR BALLOT, HAVE YOUR SAY AT THE POLLS ON ELECTION DAY. LET'S ALL VOTE!

THIS EXPERIMENTAL FAMILY CAR MAY HERALD THE FUTURE! IT IS DRIVEN BY A GAS TURBINE, A NEW ENGINE THAT TAMES JET POWER TO SAFE HIGHWAY USE, IT GIVES SMOOTH VIBRATION-LESS RIDING -- WITHOUT JET ROAR OR HEAT, ITS EFFICIENCY DEPENDS IMPORTANTLY ON A PRECISION FUEL PUMP FROM B-W'S PESCO. IT FEEDS FUEL AT CONSTANT PRESSURE, EVEN ADJUSTS ITSELF FOR ANY WEAR.

IN ALL ARE MADE BY BURG-WARNER



THE DUCHESS HAD AN AIR CONDITIONER IN THE 16th DESIGNED

BY DAVINCE, THIS HUGE MACHINE FORCED WATER-COOLED AIR INTO THE BOUDOIR OF THE DUCHESS D'ESTE.

AIR CONDITIONERS A FRACTION OF ITS SIZE, MADE BY B-W'S

INGERSOLL CONDITIONED AIR, COOL A WHOLE HOUSE -- HEAT IT IN WINTER, MILLIONS ARE ENJOYING YEAR AROUND COMFORT WITH INGERSOLL SYSTEMS AT LOW COST.

SPECIAL TESTS PROVE B-W'S NORGE TIMELINE DRYER IS FAR BETTER FOR COLORED CLOTHES THAN ANY SUN DRYING. TWO IDENTICAL GROUPS OF DRESSES WERE WASHED AND DRIED 20 TIMES. THOSE DRIED IN THE SUN FADED. THOSE DONE IN THE DRYER STAYED BRIGHT AS NEW. NORGE DRIES WITH LOW **HEAT AND HIGH AIR VOLUME...** SAFELY HANDLES ANY WASHABLE FABRIC.

80° BELOW ZERO AND THE SLED TRAINS
THE SLED THROUGH!
STILL GET THROUGH!

OF AMERICA'S ANTARCTIC EXPEDITION MEANS FIGHTING SUBZERO COLD, BLIZZARDS, **ENDLESS ICE. POWERFUL CRAWLER TRACTORS** PULLING 50-TON SLED TRAINS DOTHE JOB! THESE TRACTORS ARE BUILT TO STAND COLD THAT CAN TURN STEEL BRITTLE. THE STEEL JOINTS WHICH COUPLE ENGINE AND TRANS -MISSION ARE SPECIALLY MADE BY B-W > MECHANICS UNIVERSAL JOINT TO

TRANSMIT FULL ENGINE POWER WITHOUT FAIL.

These units form BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago, DIVISIONS: ATKING SAW . BORG & BRCK . BYRON JACKSON . CALUMET STEEL . DETROIT GEAR . FRANKLIN STEEL . INCERSOLL CONDITIONED AIR . INGERSOLL KALAMAZOO . INCERSOLL PRODUCTS . INGERSOLL STEEL . LONG MANUFACTURING . MARBON CHRMICAL . MARVEL-SCHEBLER PRODUCTS . MECHANICS UNIVERSAL JOINT . NORGE . PERCO PRODUCTS . ROCKFORD CLUTCH . SPRING DIVISION . WARNER AUTOMOTIVE PARTS . WARNER GEAR . WOOSTER DIVISION . YORK. SUBSIDIALIES: BORG WARNER ACCEPTANCE CORP. . BORG-WARNER INTERNATIONAL . BORG-Warner, Ltd. . Borg-Warner Service Parts . Byron Jackson of Canada, Ltd. . By Service, Inc . Ebehhardt-Denver Co. . Long Mfg., Ltd. . Morse Chain . MORAR CHAIN OF CANADA, LTD. \* REFLECTAL CORP. \* WARNER GEAR, LTD. \* WESTON HYDRAULICS, LTD.

#### MODERN LIVING

# ASK

# THOSE YOU TRUST THE MOST



#### Your doctor

Doctors know about Tampax. It was invented by a doctor

to give women safe, comfortable, completely hygienic sanitary protection. It conjugates the well-known and medically a cepted principle of internal absorption. No chafing or irritation possible. No chance of odor forming.



#### Your mother

Many women have used Tampax for twenty years—ever

since it was first invented! It's been tried and tested, praised and proven year after year. And now literally millions of women use billions of Tampax.



#### Your best friend

Often someone your own age can give you the best idea of what

Using Tampax is like. The freedom! Comfort' flow wonderful it is not to be hampered by the pin-belt-pad harness. You can't even feel the Tampax when it's in place. How nice that your hands need never touch the Tampax! (Even disposal is easy.) How convenient to carry "extras"! How confident and poised you'll feel—no matter what time of the month it is—if you use Tampax.

Tampax comes in 3 absorbences. Regular, Super, Junior. At drug and notion counters everywhere. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated Pulmet Mass.



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Pal ter Mass
Pease send one in plain wrapper a trial package of Tampax I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

( REGULAR ( ) SUPER ( ) JUNIOR

Name		
143/06	(Please print,	
Address		
Citat		State



ELABORATE BALLOONS ARE BY BECK. DAUGHTER RAINEY, 9, MADE PIRATE CTOP RIGHT) AND RABBUT (LOWER LEFT)

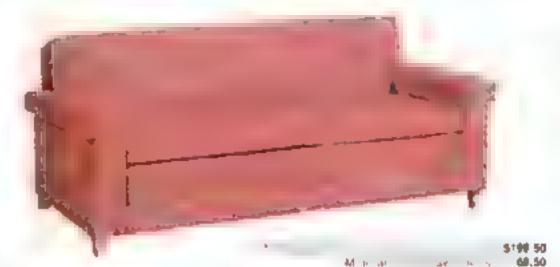


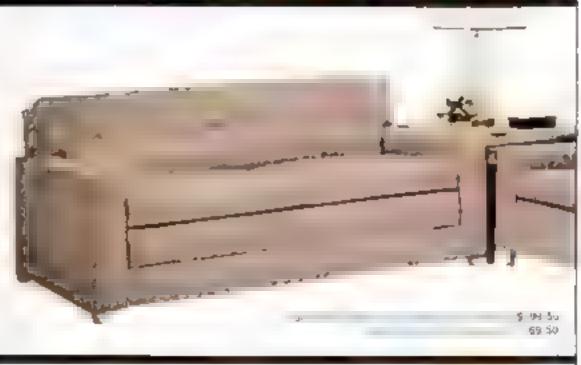
FISH'S TRIMMINGS to be cut from pattern in kit include fins for top, sides and bottom, eyes, mouth and tail.

# Disguises for Balloons

Using a new kit and a modest amount of artistry, children and their parents can now turn that old toy standby, the ordinary balloon, into gay and formidable creatures like the ones above. Simple enough for a 6-year-old to use, each kit (Pioneer Rubber, \$1.25) contains eight balloons, printed colored patterns, plastic seissors, rubber cement and instructions for making fish, fowl or funny faces. Extra embellishments, like whiskers or smiles, can be drawn on with water paints or a ball-point pen. The airborne figures above, which represent the ultimate in balloon decoration, were done by Jackson Wolfgang Beck, an artist, for his daughter. Ten cents' worth of balloons, some colored paper and a little practice will enable youngsters to whip up other disguises which can be just as imaginative if not quite so expert.









INSTANTLY-EACH SLEEP OR LOUNGE CONVERTS INTO FULL SIZE DOUBLE BED!

Add an extra bedroom to your home the beautiful way! Select your new

## SLEEP-or-LOUNGE®

by Kallen Enles

(presented "KRAY-ler")

Right now—your Kroehler dealer is featuring a special offer on these three striking
new styles in Sleep-or-Lounges—each at
the one low price of only \$199.50. Fabrics,
too, are very special—silicone-treated to
give lasting protection from spotting! What
an opportunity to bring new sofa beauty
into your living room—and gain a wonderful "extra bedroom" in the bargain!

Effortlessly, with new Counter-Poise

Action, the Sleep-or-Lounge opens into a big luxurious double-bed. Feel the delightful buoyancy of the deep innerspring mattress that puts the Sleep in Sleep-or-Lounge!

There's a Sleep-or-Lounge designed for you-no matter what your decor. Choose from a wide variety of styles...hundreds of exciting new fabrics and colors. See your Kroehler dealer now!

Other Kroehler Sleep-or-Lounges are priced from \$169.50 to \$349.50

#### LUX-I-FOAM Seat Cushions

Combining foam rubber with gently tempered steel coil springs for luturious situang comfort. Available on Sleep-or-Lounges at entra cost.



See new Kroehler furniture fashions during Home Fashion Time—September 20 thru 29

#### KROEHLER

WORLD'S LARGEST FURNITURE MANUFACTURER

General Offices, Chicago 11, Illinois In Canada Stratford, Ontario

### Wool's a natural for



For covering the countryside. This tweed suburban coat—very new with its man-sized patch pockets and railroad-statched hem. Because it's pure wool—you

can count on warmest protection in wind and rain. Wool gives fabrics one of Nature's wonders—snug, healthy insulation against temperature change.



### all outdoors

Now when days turn brisk—and the country calls—these new week-end wools come into their own. They're in Fall's sky-and-earth tones of blue and brown. They display the superb vitality—the impressive richness of pure wool fabrics—the spruce fit that lets you take your leisure in great style.

And for relaxing, what else but wool feels so agreeable on your shoulders. Has the ease, the resilience that anticipates your every move. What else is such an all-weather friend—takes you in comfort from Indian Summer through Winter's most bitter cold days. From the time wool clothed the lively sheep—it's been designed by nature for the outdoor life.



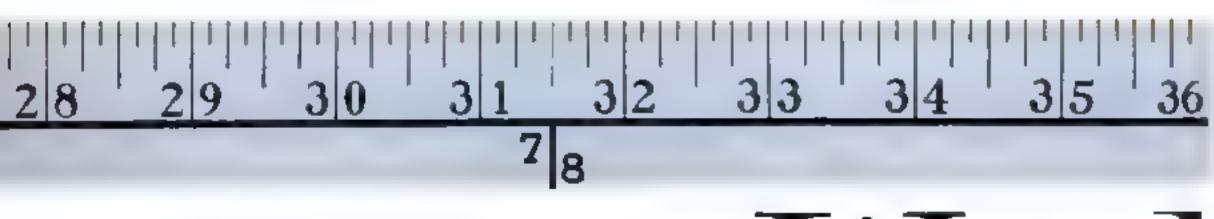
Country gentry—twoven tool jerseys—
in these new lightweight sport shirts showing
off Fall's favorite colors of blue and brown.
The natural resilience of wool adds to jersey
a unique shape-holding power, an ability to
stand up to washing, cleaning—with no
sagging to mar fine tailored lines.

The necest scenter is wool Shetland—with a richness of texture that is definitely to the manor born. Shown—a crew-neck style with new loose, easy lines. A natural for active Fall days, because wool is absorbent, never gets that clammy feel.



Fall's new bantam-weight coat. In pure wool, it feels so light, easy-going, free . . . yet warm for crisp Autumn weather. The wool fiber combines resilience with stamina too. This coat will stand up to rugged wear . . . grow even handsomer with age.





measures up to Wool



Wool—The fiber with the secret of life! No other fiber combines so many advantages. Always look for the label that says pure wool!



#### What does this bracelet tell you about easier typing?



HOLD THE BRACELET in your hand. It's light, isn't it? Yes, it weighs a little more than two ounces.

Yet, it takes less weight than this for you to depress one key of the new Royal Electric . . . and only three ounces to press down the carriage return key.

Important! This typewriter is 13 times easier to operate than a non-electric typewriter.

Very important! Your fingers aren't dog-tired at the end of the day. You've done your quota of work in less time. Extra-important! And what letters! Beautiful! And how proud you'll be when the boss signs them!

Exclusive features? Yes, ma'am. Designed especially for you. So, do us a favor. Tell the boss that the new Royal Electric, made by the world's largest manufacturer of typewriters, will help him, too. By helping everyone do better work, more work ... easier.

You can get a free office trial, no obligation, by calling your Royal Representative.



# Seeing Eyes for a Blind Dog

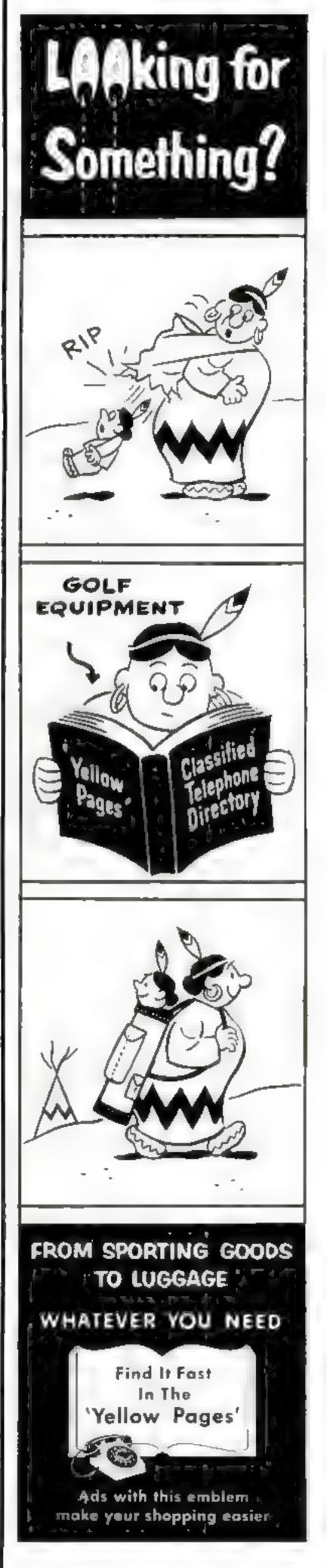
Smokey, a blind and aged cocker spaniel, gets around pretty well in the familiar surroundings of his own home in Winter Haven, Fla. Recently, however, when his mistress. Mrs. Frances Poss, took him on an extended visit to nearby Tampa, Smokey ran unto difficulties. He stumbled on steps, bumped into furniture, got hopelessly lost trying to find the kitchen and his food. The dog of the house, a mongrel named Skippy, seemed to notice his plight. One day he picked up the unattended end of Smokey's leash and gently guided him outside for a walk. Without any human intervention this touching relationship has progressed to the point where Skippy now takes his guest on one or two walks each day, guides him to meals and nudges him into his sleeping place under a bed.



IN HOUSE SMOKET ORIGITO STAYS CLOSE TO GUIDE SKIPPY

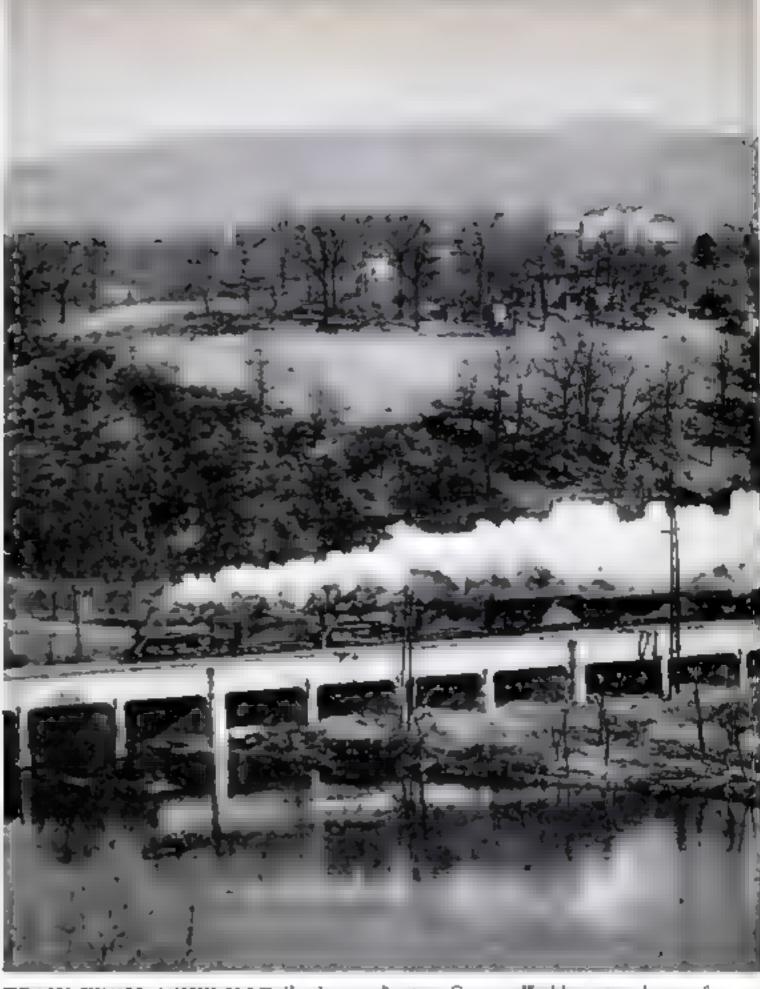
SEEING FOR TWO, SKIPPY LEADS INS SIGHTLESS FRIEND SMOKE) ALONG SIDEWALK IN RECHLAR CONSTITUTIONAL







HIS HOME TOWN of Asheville, N.C. is described by Thomas Wolfe in *The Hills Beyond:* "He saw that hagges of vexed shapes with quiet eves—that hodge-podge of ill-sorted architectures that made up the Square . . . the people passing and the light that comes and changes and that always will come back again . . ."



TRAIN FROM ASHEVILLE (buckground) stirs George Webber the hero of The Web and the Rock: "And far away he hears the whistle's cry wailed back,

# GRAND A FINAL

#### Tom Wolfe was working furiously to record 'the only fabulous country'

In the spring and early summer of 1930, an extraordinary figure was to be seen roaming the streets of Paris. He was a man so big—six and a half feet tall—that he automatically attracted the attention of everyone who passed him. He was startling in other ways. He had a long, loping stride, stained and disordered clothing, a hand-some and finely drawn face with a wild mop of dark, curling hair, and an intense and rather brooding look as he seemed to study the faces he passed, the taxis in the street, and indeed every detail of the street and buildings themselves.

His name was Thomas Wolfe, and he was an American and a writer. The year before, his first novel, Look Homeward, Angel, had been published. As related in Life last week, it was a success and Wolfe, who took the profession of writing with a fanatic seriousness, was tremendously elated. But he was also embittered. The novel had been an almost literally autobiographical account of his childhood, family and friends in his home town, Asheville, N.C., and its detailed frankness had caused a violent reaction against him there. He felt, as he wrote in a letter to his sister Mabel, "... as if I had been exiled.... It is like death."

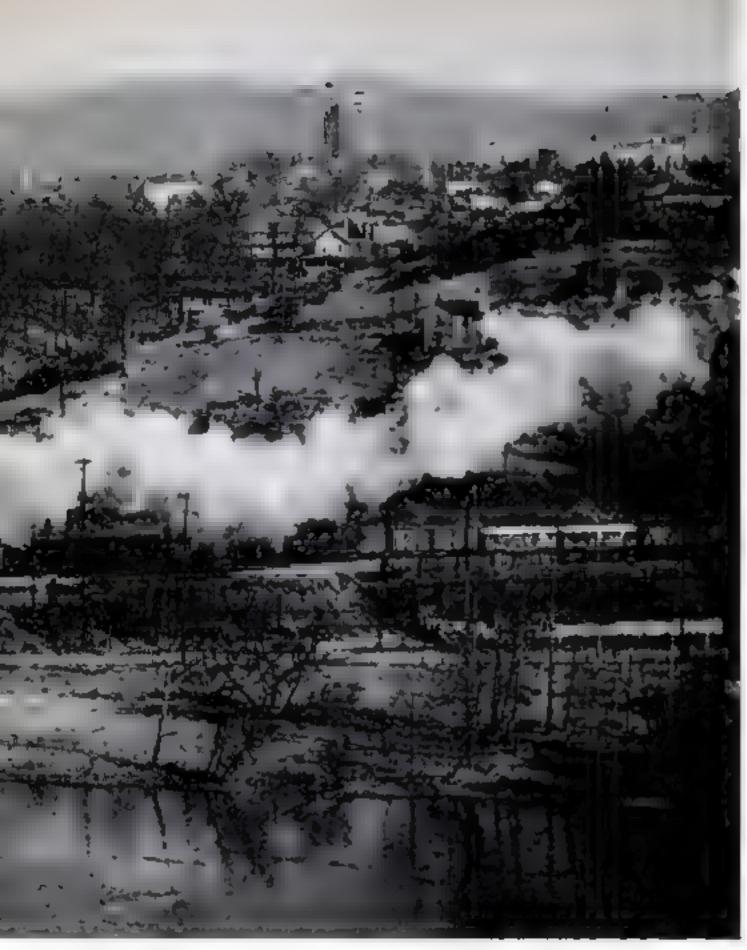
Moreover, as he told his sister, he had found that his new literary fame in New York had penalties. "People have almost driven me mad—the telephone rings 20 times a day, and it's someone I don't know, or don't want to know, or met once, or who knows someone who knows me. . . . All I want is a little peace and freedom to work." But his work, which was the most important thing in life to him, went hadly even when he had the solitude he needed. He was confused by the fame and the recriminations, confused by the desire (and what

friends and literary critics now informed him was the duty) to do another book even though he did not quite know where to begin or what to write about. He was tired and somewhat sickened by his life in America. And so he had come to Paris.

At this point, if the evolution of Thomas Wolfe's career had followed a logical course, he would have joined the throngs of young men and women from all the Western countries—"the lost generation," Gertrude Stein called them—who had made Paris their émigré capital of arts and letters. And since he was a great conversationalist, he probably would have become a leader among the American contingent, and his well-turned phrases about the banality and emptiness of life in America would have had great currency at the cafes.

#### Disturbing memories

INSTEAD, this is what happened. This is why he stared and studied and walked about in such a peculiar way: "My memory was at work night and day," he wrote some years later, "in a way that I could at first neither check nor control and that swarmed unbidden in a stream of blazing pageantry across my mind, with the million forms and substances of the life that I had left, which was my own, America. I would be sitting, for example, on the terrace of a cafe . . . and suddenly I would remember the iron railing that goes along the boardwalk at Atlantic City. . . . And suddenly I would realize that I had never seen any railing that looked like this in Europe. . . . Or again, it would be a bridge, the look of an old iron bridge across an American river . . . or it would be, most lonely and haunting of all the



far-flung and faint . . . And the heart of the bill boy will know joy because he knows, all world-remote, lonely as he is, that some day he will meet the world . . . . "

# VISION, TRAGEDY



"Proud, cruel, everchanging and ephemeral city, to whom we came once when our hearts were high, our blood passionate and hot, our brain a particle of fire; infinite and mutable city... strange citadel of million-visaged time..."

#### when early death brought his majestic dream to a close by ROBERT COUGHLAN

sounds I know, the sound of a milk wagon as it entered an American street just at the first grey of the morning. . . .

"I would sit there . . . and my life would ache with the whole memory of it; the desire to see it again, and somehow to find a word for it; a language that would tell its shape, its color, the way we have all known and felt and seen it. . . . And from the moment of that discovery, the line and purpose of my life was shaped. . . ." This line and purpose was nothing less than to put into a single book the whole of America.

Even this impossibly hig conception was not spacious enough for Wolfe's habitually grand design. As the deep foundation on which the book of America would rise, there would be the theme "of wandering forever and the earth again." By "the earth again." he explained in a letter to Maxwell Perkins, his editor, "I mean simply the everlasting earth, a home, a place for the heart to come to, and earthly mortal love, the love of a woman, who, it seems to me, belongs to the earth and is a force opposed to that other great force that makes men wander, that makes them search, that makes them lonely." As for the relevance of this theme to America, he wrote Perkins, "...it is as true of the enormous and lonely land that we inhabit as any land I know of, and more so, it seems to me."

He traveled for a while more, spent the fall and winter in England and came back to New York in March. He already had written some 300,000 words, twice the amount in a normal-size novel, but it was disconnected: ". . . about night and darkness in America, and the faces of sleepers in 10,000 little towns . . . the hissing glut of tides upon 10,000 miles of coast . . ." He was eager to work and bring it

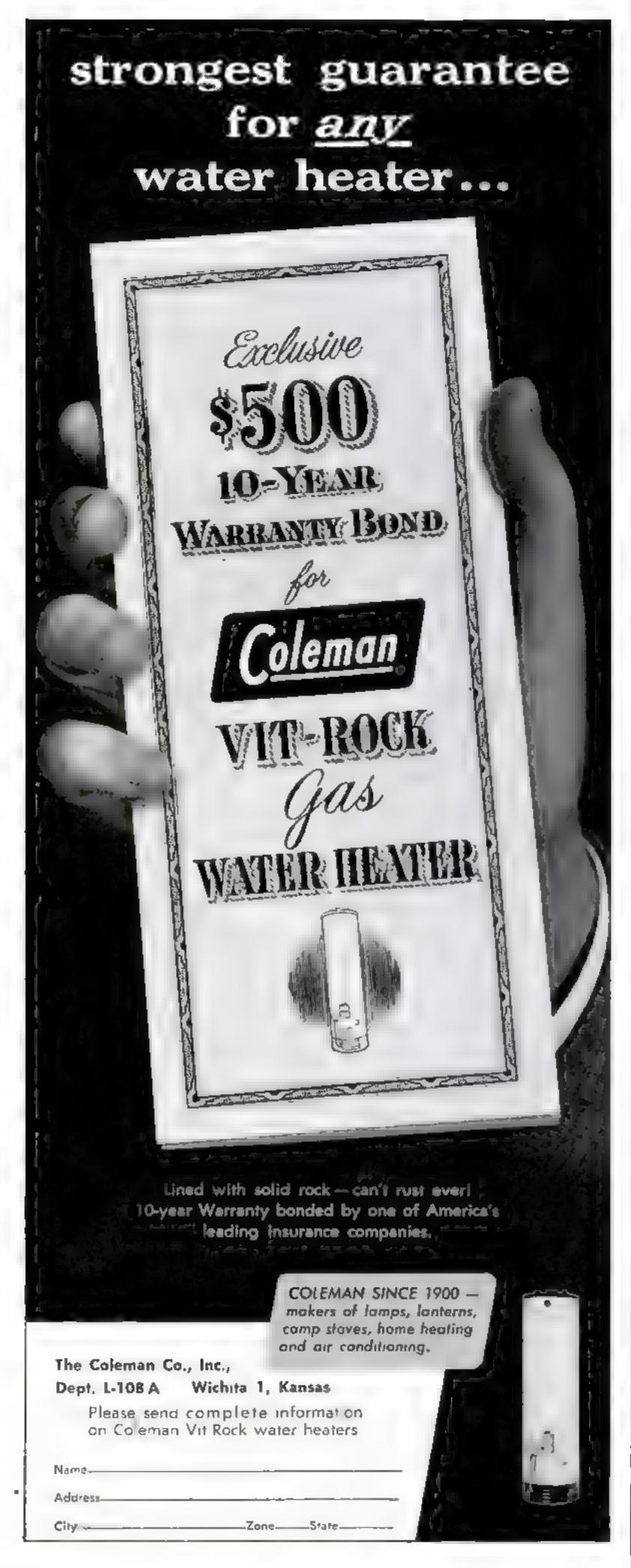
all together, and to insure himself against interruption be settled in one of the most remote places he could find, a basement apartment on an alley in the Assyrian quarter of "endless Brooklyn, a city so desolate as to be unbelievable."

There he now began his monumental, fantastic and legendary struggle. Wolfe, with his "torrential recollectiveness," could write chapters about the contents of a room. Faced with the contents of America and, in larger measure, the contents of life itself, he tried to turn himself into a regiment of writers and attacked furiously from all directions. He made inventories of everything he had ever seen, done or heard of. He tried to remember all the people he had ever known or seen, and to imagine what had become of them. He tried to recall and relive all the sensations he had ever had. And he tried to convert it all into characterization and incident, and to give it pattern and flow and meaning.

He was so big that ordinary furniture cramped him. He would pace the floor amidst the heaps of books, flung clothing, overflowing ash trays, brackish cups of cold coffee and similar artifacts of his chaotic way of life, running his fingers through the unruly mass of his hair and scowling at the walls until he had something thought out. Then he would stride to the tall, upright refrigerator he used as a work table and scribble it down rapidly in his big, scrawling hand. When at last he was drained of all creative energy, he would walk the streets of Brooklyn, storing up still more recollections to be used later.

His sleep was bothered by recurring nightmares in which streams of things he had seen and things still waiting to be seen poured across his mind. There were also what he called "dreams of Guilt and

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WOLFE'S FAMILY, his mother Julia and (from left) his brothers and sisters, Frank, Effie, Mabel and Fred, gathered in living room of Mrs. Wolfe's Asheville home in 1945, Frank, Mabel and Fred are still living. On piano are photographs of Tom, flanking a picture of his father.



#### WOLFE CONTINUED

Time." In these, his impossible desires to see and experience and record everything were suddenly rewarded and he looked at the whole universe with the eye of God. Then, amidst a feeling of immense tranquillity, he was seized by "the fatal knowledge of my own inexpiable guilt. I did not know what I had done—I only knew that I had ruinously forgotten time, and by so doing had betrayed

my brother men.'

He worked in Brooklyn in this manner for two and a half years. The man who kept him going was Maxwell Perkins, editor in chief of Charles Scribner's Sons. Among his other qualities Perkins had unprejudiced literary judgment, a willingness to bet on writers he believed in, and the skill to extract from them the best of which they were capable. When, in 1928, the manuscript of Look Homeword, Angel came to him, it was a huge (350,000 words) and in many ways unpromising thing, loaded with hyperbolic and irrelevant material. But Perkins saw beneath the imperfections and asked Wolfe to call on him. Wolfe then worked for many months cutting and revising according to Perkins' suggestions, and produced the novel as it exists.

And from that time on, Perkins became the molder and tamer of Wolfe's violent genius. He was more: despite all the fascination, love and pity that Tom had felt for his own father, the grandiose failure whom he described as "W.O. Gant" in Look Homeward, Angel, he had never felt deep kinship with him. So Perkins, who was older by about 15 years, became a sort of adopted father, advising, encouraging, prodding and sometimes chastening him in his kind but authoritative way. The importance of such a relationship to Tom can be found in his words defining the "central legend"

that he wanted to express:

"... the deepest search in life, it seemed to me... was man's search to find a father, not merely the father of his flesh, not merely the lost father of his youth, but the image of a strength and wisdom external to his need and superior to his hunger, to which the belief and power of his own life could be united." The highest manifestation of this search, of course, would be man's search for God. Tom himself was an agnostic without behef in a personal God or an afterlife. The "behef and power" of his own life were united to his conviction that art is the highest calling of man. And Perkins, the great editor of the great publishing house, was the very image of Tom's art. Perkins, out of his own need, responded to Tom in kind. He had five daughters and no son. Tom, with his vitality, his hand-someness and his genius, was the son for whom he had hoped.

From his Brooklyn purgatory, Tom would from time to time deliver chunks of writing for Perkins' inspection in Manhattan. The winter of 1933 came and with it, Tom later wrote, "... it seemed to me, the final doom of an abysmal failure. I still wrote and wrote, but blindly, hopelessly, like an old horse who trots around in the unending circle of a treadmill and knows no other end nor purpose for his life than this." Then, one day, Perkins

told him the book was finished.

Actually it was a collection of great fragments which needed joining, shaping and, above all, trimming. Perkins, however, had



seen an inherent design beneath the chaos, and he and Tom now began the work of revealing it—work that lasted for another year. Perkins always suggested, never demanded. He would call attention to the gaps and Tom would fill them, sometimes at once, sitting at a corner of Perkins' desk. The cutting was the worst, for Tom's instinct was always to expand and elaborate, not to economize. An opening episode described a train ride across Virginia. It was excellent, Perkins agreed, but it ran for more than 100,000 words, a large book in itself. Finally it was reduced to 15,000 words.

The biggest cut came early, when Perkins pointed out that the unifying theme had actually produced two cycles of action, in effect two books. It was decided to concentrate on the first cycle, which dealt with the period "of wandering and hunger in a man's youth," and to bring that book out first. The second cycle did appear later, but not as they had planned it, and for readers of Wolfe's books it needs a note of explanation. He had said that the idea stood for "the everlasting earth, a home, a place for the heart to come to, and earthly mortal love, the love of a woman."

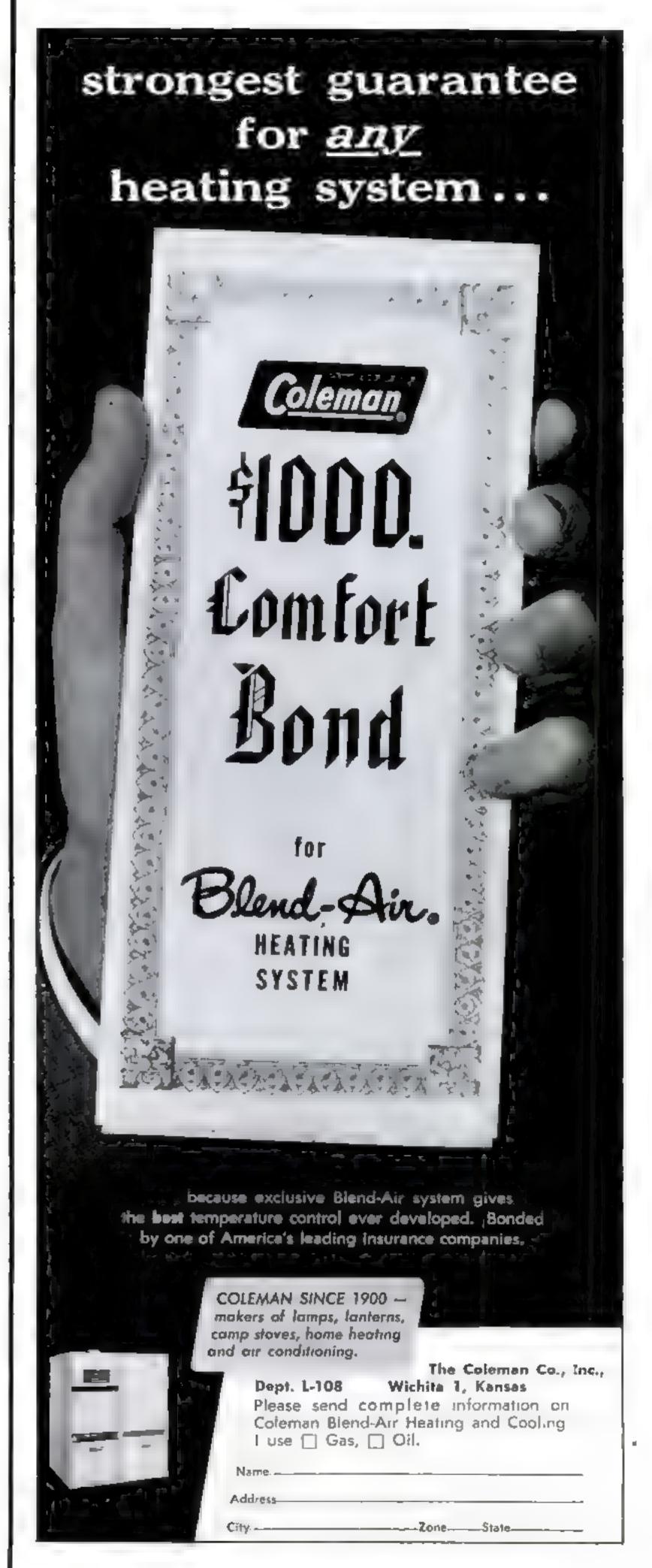
#### Tom's great love affair

As usual the universal meaning was represented for him by a particular individual, and in this case it was Aline Bernstein. He had met her on the boat when he was returning from England in 1925. She was married, the mother of a son and daughter, and lived with her family in New York, but her relationship with her husband had passed to the stage of friendship. At the time Tom met her she had made herself a distinguished career as a theatrical designer. She was 43—18 years older than he, and her son actually was the same age as Tom—but she was still youthful and Tom was unimpressed by the age difference.

Her effect on him was overwhelming and immediate. As she wrote later in a fictionalized account called The Journey Down: "... his fingers pressed hard on her arms through the silk of her dress and hurt her.... She could not take her eyes from his that were burning through hers into her brain. After a while he stopped shaking her but he still held her, and then she was afraid he would let her go ... she discovered it was what she had wanted all her life.... He talked, he asked her about herself, what she had been doing all these years, what her life was like ... all the time bruising her with his thoughtless strength, his excitement

and passion rising. . . . "

Their love affair lasted nearly five years. It faded finally when he became convinced that he had to reject entirely the sophisticated and fashionable life of which she was a part—"... a lie of life, false, cynical, scornful, drunk with imagined power, and rotten to the core." as he wrote in a letter to her—if he was to keep his own vision clear for the kind of writing he wanted to do. In the meantime, however, she had been the "central passion" of a considerable section of his life, and as such she inevitably became literary material. The second cycle, therefore, was the story of the wanderer's discovery of "the earth again" through his romance with "Esther Jack." This became the basis for his third novel, The Web and the Rock.





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#### WOLFE CONTINUED

The first cycle, Of Time and the River, finally came out in March 1935. With his old sense of shame at "exposing" himself to the inspection of the critics and the public, Tom fled to Europe. At first he was sure the reviews of his book were going to be unfavorable, but Perkins cabled that they were "magnificent." Tom began to feel "grand . . . strong and happy and confident" and even to look forward to working again.

And he could think of going back to Asheville. The new book was as "autobiographical" as the first, and he had again used some members of his family in it. But since it covered the period of his life from age 20 to 26, the locales and most of the characters were different. It showed, at least by strong inference, that his intent in the first book had not been to "expose" Asheville. And Asheville must realize now, he supposed, as it read the reports of his fame, that it had produced someone of whom it could be proud.

In May 1937, after more than seven and a half years of "exile," he finally made the trip. Time, human charity and local pride in a famous native son had done their work. Asheville gave him a prodigal's welcome. Almost everyone, it seemed, wanted to say hello and that it was fine to have him back. Some people chided him about Look Homeward, Angel but in a good-natured way, and others said the only grudge they held was that he hadn't put them into it. Tom was full of happy surprise and relief at it all, not only for himself but because his family shared in it.

Things should now have been peaceful for him. He was successful, famous and reasonably beloved. He should have been free to work out his great vision of America. But Tom simply was not designed for peace. He attracted trouble, he made trouble for himself, and above all the demon of his genius gave him no rest. In this final period of his life he was beset from within and without by trouble and distractions that interfered with his work.

For one thing, he found himself involved as plaintiff or defendant in a number of lawsuits. Only two were libel suits, surprisingly, but there were frustrating cases involving contracts and sales. He was also at war with the critics. He had always been extremely sensitive to what they had to say about him. He read everything and writhed at every faintly unfriendly comment. His letters of this period are filled with denunciations of people who had failed to "understand" his work. This painful and destructive sensitivity was, in fact, the major cause behind the break that now occurred between him and Maxwell Perkins.

#### 'Genius is not enough'

FOLLOWING the great success of Of Time and the River, Tom had written a series of articles for the Saturday Review of Literature (later published in book form, The Story of a Novel) telling the history of the book—the agonized years in Brooklyn, the way he and Perkins had cut and shaped the material. In his usual candid way he told everything. It made quite a sensation at the time. But it caused an unfortunate reaction in one way, for it showed quite plainly that Perkins' role had been crucial in the whole performance. People began to wonder in print if Tom could actually produce a book without him. These speculations reached a climax in an article by Bernard De Voto in the Saturday Review, called 'Genius Is Not Enough," in which De Voto ridiculed Tom's lack of discipline and doubted his ability to write anything worthwhile without "Mr. Perkins and the assembly line at Scribner's." The piece was written in the hobnailed style at which De Voto was adept and its effect was devastating

It shook Tom more than anything that had ever happened to him as a writer. He knew the size of his debt to Perkins and had made his gratitude clear. But he also knew that he, not Perkins, had written the book, that his purpose and vision and materialsof-life were in it and had made it great. To try to destroy his ac-

complishment was to try to destroy him.

And so it became necessary to prove the attackers wrong by leaving Perkins and doing just as well with some other editor. Naturally there were other factors in Tom's mind: there had been a disagreement about royalties, some hard feelings because Scribner's had not, Tom thought, protected him enough in his legal troubles, a row when Tom had put some of Scribner's own employes into a story. A deeper element, too, was the friction that the father-son relationship inevitably developed as Tom grew more mature and more confident of his own powers. But these strains could have been surmounted except for the crucial challenge of whether he was competent to write his own books. It took Tom nearly a year to make his anguished decision, and it was not until the end of 1937 that he finally signed a contract with Edward Aswell of Harper's.

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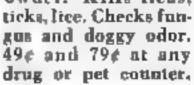






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DOMINANT FIGURES in Wolfe's later life were Aline Bernstein, with whom he had the intense five-year love affair described in The Web and the Rock, and his first editor and greatest friend, Maxwell Perkins (center). Mrs. Bernstein and Lee Simonson (right) were both prominent theatrical designers

#### WOLFE CONTINUED

This, then, was the background of "the great betraval," as the phrase went in the literary world at the time. It raises a basic question about Tom's character. He had a number of strong and often contradictory attributes—"the one man I ever knew," Perkins wrote of him later. "of whom extreme opposites were true." He was kind, considerate, affectionate and entirely open in his relations with friends. The most common adjective they use in describing him is "lovable." When his nerves were sore from legal and critical worries, too much work or too much alcohol (and this became increasingly often), he could also be demanding, tactless and downright ferocious with them—and then expect to be forgiven because he was sorry.

He had a massive sense of justice, a really burning dedication to truth for its own sake and a loathing for affectation, preciosity, estheticism, and anything that was doctrinaire (especially including Marxism). Yet he could be unjust in his judgments, and his own lapses into estheticism seemed to him fine and noble. There was also a persistent immaturity in him that was reflected in his conversation, his writing and his wild swings from elation to despair. He was proud, tender and vulnerable like an adolescent, and he wanted to be accepted on his own terms, even when his behavior was highly unconventional.

As Perkins wrote, "The one important thing in the universe to him was his work, and this was so simply because it was so. It was not due to ambition in the cheap sense, and it was not what is generally meant by egotism. He was under the compulsion of genius, and all the accidents of life that got in the way of its expression seemed to Tom to be outrages and insults."

Criticism had another unfortunate effect on Tom. The "enemies"—he put most critics in that category—had chided him for his fondness for rhetoric and for his excessive use of autobiographical (De Voto called it "placental") material. Was he capable of restraint, they asked? Could be invent a wholly original character? Tom tried to respond to both challenges. In the writing that he now did he kept his poetic instinct reined down-a loss, for although this saved him from mistakes of overexpression, it also prevented him from ever duplicating the grand lyric triumphs of his first two books. And, in attempting to become "objective" and "inventive," and because he did regret having caused pain to his family, he abandoned the character of "Eugene" and all the rich tribes of "Gants" and "Pentlands" and took up the saga of a new central character called "George Webber." (He gained little by this, for "George," as it would soon appear, was still "Eugene" in a different body, and a good many of the other characters simply took on different names.)

But amidst all these confusions and changes, his central purpose remained absolutely sure in his mind. He was determined that he would record America. In Of Time and the River he had come a fair distance toward his great ambition. Although the method was autobiographical—a method which Wolfe, in his fascination with self, could never escape with complete success—he had

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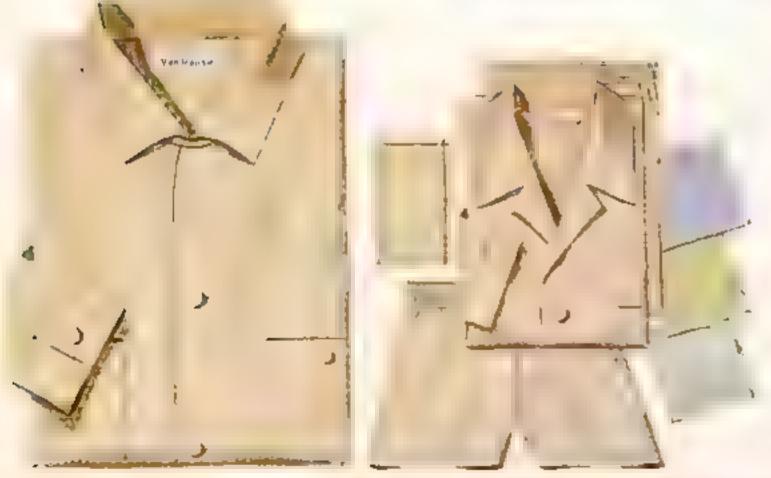
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written about baseball and politics, about the Boston Irish and the

rude strong energies; the place also where the trains cross rivers. . . . It is the place of exultancy and strong joy . . . of autumnal moons hung low and orange at the frosty edges of the pines; it is the place of frost and silence; of the clean dry shocks and the opulence of enormous pumpkins that yellow on hard clotted earth . . . it is the place of the crack athletes and of the runners who limber up in March; it is the place of the ten-second men and the great jumpers and vaulters; it is the place where Spring comes and the young birch trees have white and tender barks, of the thaw of the earth, and the feathery smoke of the trees . . . the wild and sudden tenderness of the wilderness. . . . It is a fabulous country, the only fabulous country; it is the one place where miracles not only happen, but where they happen all the time."

As he wrote passionately to Perkins in one of the letters leading up to the break: "... I have at last discovered my own America, I believe I have found my language, I think I know my way. And I shall wreak out my vision of this life, this way, this world and this America." He added: "I am afraid of nothing now. I have nothing more to lose except my life and health. And those I pray and hope to God will stay with me till my work is done. That, it seems to me, is the only tragedy that can now stay me."

By the spring of 1938 he had readted his next book in rough form and was ready to show it to Aswell. Aswell had seen him often, of course, during the preceding months. He has written one of the best descriptions of Tom's peculiar literary methods:

"When one entered the front room . . . the first thing that met the eye was the incongruous sight of two huge wooden packing cases which always stood in the middle of the floor. These were his bank, his repository for manuscript. . . . Everything he had was in them, the sketch he had done yesterday together with all the unpublished material that dated back through the years to the very beginning. . . .

"The mountain of manuscript (it stood waist high from the floor) which Tom turned over to me the day he left New York was not just the ordered parts which he had worked into his pattern.

... It was the entire workable contents of the packing cases... minus... the nonliterary rubbish which he also kept in those boxes and which included pots and pans, old shoes, stacks of letters and receipted bills, discarded bats, useless knickknacks people had given him, a flat iron, in short almost everything which he

had no place for. . . . "

#### Out of chaos, three books

DURING the next three years, under Aswell's ordering hand, this mother lode produced three books. There were two long novels: The Web and the Rock, which tells the history of George Webber and his love affair with Esther Jack; and You Can't Go Home Again, in which George Webber publishes his first novel, is attacked in his home town, writes his second book and breaks with his great friend and editor, Foxhall Edwards. Both of these, while still autobiographical in form, carried Wolfe's portrait of contemporary America further toward completion—they included, for instance, scores of recognizable figures prominent in politics and the arts during the 1920s and '30s. A third book, The Hills Beyond, which was never finished, gave Webber an ancestry and filled in a segment of 19th Century American life.

Time had always been Tom's great enemy. A tragic awareness of time's passage, of the inevitability of death, runs through all his books. He wrote about "the immense and murmurous sound of time," "the panoply of past time," "strange time, dark time, strange tragic time," of "time still passing... passing like a leaf... time passing, fading like a flower... time passing like a river flowing...." Time obsessed him. Now it was about to claim him.

For someone determined to write the American epic, Tom's education had been notably incomplete in one way. He had traveled a good deal in the south and east and some in the midwest, but he had been to the Far West only once and briefly. After turning "the book" over to Aswell, he left for a real look at it. He

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ON LAST AMERICAN TRIP Wolfe, though tired, was in good health when picture was taken at Zion Park, Utah, He was stricken a few weeks later.

#### WOLFE CONTINUED

was in high spirits, filled with a sense of relief and of adventure. He went to Colorado, to California, and the Pacific Northwest, and doubled back to tour the mountain states and the national parks with two friends he met in Portland. A postcard to his mother—one of the last—from Glacier National Park exulted, "I really feel as if I know something about the country now." He took a great many notes: these were published posthumously as A Western Journal and are packed with brilliant imagery. He went on alone to see British Columbia, began to feel ill there, and dragged himself back to Seattle.

He had been physically depleted when he left the east. He had worked too hard on the manuscript, grinding himself down as he had on Of Time and the River, and with the excitements of the trip had not stopped to rest. A bad cold developed into influenza, then into pneumonia, a severe case. His brother Fred came out to see after him, followed shortly by Mabel. Tom seemed to be recovering by the time she arrived, so Fred went back home and she stayed to help him through what promised to be a long convalencence.

Tom looked surprisingly well. Mabel thought. He had lost the extra weight he had gained in the last few years and looked almost as trim and handsome as he had in college. The illness had given him a bad scare. He had always been afraid of tuberculosis—he had memories of the tuberculars who came to Asheville for the mountain climate—and the X-rays showed that apparently an old, unsuspected tubercular lesion on one lung had been reactivated by the pneumonia. However, this spot had regressed and was healing nicely. His only trouble now, aside from general weakness, was that he had severe headaches. The doctors did not know what caused them, but they were not greatly concerned about them. Then one day his mind became confused. At last a brain specialist examined him and diagnosed the source of the headaches as a possible malignancy or infection in the brain.

The great expert in such cases. Dr. Walter Dandy, was at Johns Hopkins, clear across the country. The local specialist urged that Tom make the trip. With Mabel and a nurse he did make it—a saga in itself, with times of terrible pain and panic, times when the old joy of traveling across the country he loved made him serene and almost cheerful, times of confusion and hallucination. One night he was found seven cars away from his compartment, looking, he explained, for a telegraph office. Julia Wolfe came to Chicago to ride with them the rest of the way to Baltimore.

The hospital at Johns Hopkins was sadly familiar to all the family. It was there that W. O. Wolfe, slowly dying of cancer, had come for the periodic treatments that slowed the course of his disease. They had all been there with him at one time or another.

After the examination Dr. Dandy told the family it might be a tumor, cancer or tuberculosis of the brain. He would have to operate to find out. This would mean boring a hole in Tom's skull, which also would ease the pressure and make him more comfortable.

The family filed into Tom's room then and, Mabel remembers, "Mama went over to the other side of the bed. She caught hold of Greyhound brings you a new way to hurry between hundreds of cities-in

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#### WOLFE CONTINUED

nim and was petting him. Dr. Dandy told him about boring the sole, that it would relieve his headaches. Tom looked up with a ittle smile and said, 'Well, you're not going to bore clean through, are you?' Dr. Dandy said, 'No, no, not at all—we just wanted your permission.' And Mama stooped over Tom and kissed him. . . . . "

By then Edward Aswell had arrived. He rode up in the elevator to he operating room with Tom, and remembers, "He clutched my and and held it hard, all the way, like a frightened child." The operation was short, and when Tom was wheeled out into the corridor again he looked at Aswell happily and said, "I don't know what hey did, but it's a miracle—my headache is gone." The diagnosis, nowever, was a grim one. Tom's old tubercular lesion, reopened by he severe pneumonia, had emptied tuberculosis germs into his blood stream and started a new focus of infection in the brain. Or, Dandy knew of only two instances where TB of the brain had been diagnosed early enough to save the patients' lives.

Maxwell Perkins arrived too late to see Tom before the second and major operation. A month earlier, lying in bed during his apposed convalescence, Tom had written Perkins a letter. It was he first letter that he had written to him for many months, and

t was the last thing he ever wrote.

Dear Max:

I'm sneaking this against orders, but I've got a hunch—and I wanted to write these words to you.

I've made a long voyage and been to a strange country, and I've seen the dark man very close; and I don't think I was too much afraid of him, but so much of mortality still clings to me—I wanted most desperately to live and still do . . . and there was the impossible anguish and regret of all the work I had not done, of all the work I had to do . . .

Whatever happens—I had this "hunch" and wanted to write you and tell you, no matter what happens or has happened, I shall always think of you and feel about you the way it was that Fourth of July day three years ago when you met me at the boat [when Tom returned from Europe after Of Time and the River] and we went out on the cafe on the river and had a drink and later went on top of the tall building, and all the strangeness and the glory and the power of life and of the city was below.

Yours always, Tom

The family and a few friends were in a hospital waiting room when Dr. Dandy came down from the surgery after the second operation. He was soaked with perspiration, Mabel remembers, "and the looked at us and said, 'The whole brain is covered with tuber-inle bacillae. Millions of tubercules. The case is hopeless.' And screamed. . . . ."

Tom lingered on for only three days. He never recovered consciousness. In Of Time and the River he had written of this very nospital: "Suddenly, one got an image of his own death in such a place as this . . . and the image of that death was somehow shameful. It was an image of a death without man's ancient pains and old, gaunt aging—an image of death drugged and stupefied out of its ancient terror and stern dignities—of a shameful death that went out softly, dully in anesthetized oblivion, with the fading smell of chemicals on a man's final breath. And the image of death was hateful." And it was in this way that Tom died. His only parting words were those a nurse heard him mumble in his coma. They were: "Mama, I have been a bad boy. All my life I have been a bad boy."

There was no coffin big enough to hold his body, so a special one had to be ordered from New York. When it was ready, Mabel, Fred and their mother took him back to Asheville on the train that comes down from New York through Baltimore, Washington and Virginia—the same route that Tom had traveled when he went north as a boy of 20, and which at last he had traveled after his

xile when he came home again.

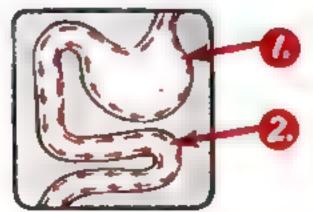
Afterward Tom lay in state in the parlor at the Old Kentucky Home, the coffin and flowers filling the room between the old fire-place, where his father had built the great fires that Tom had remembered so well from his childhood, and the old upright piano where Mabel had sung lustily to her own accompaniment of Alexander's Ragtime Band and The End of a Perfect Day. Mabel was there now, relating in her big, all-generous, overwhelming way the story of the last weeks, explaining that Tom had had to be litted with a wig because of the operation on his head, leaning heavily against the door as she gave way sometimes to spasms of grief. Julia Wolfe was composed, meeting the funeral guests with the impervious sense of self and the loquacity which were so much a part of her nature. The old, assorted oak and mahogany furniture



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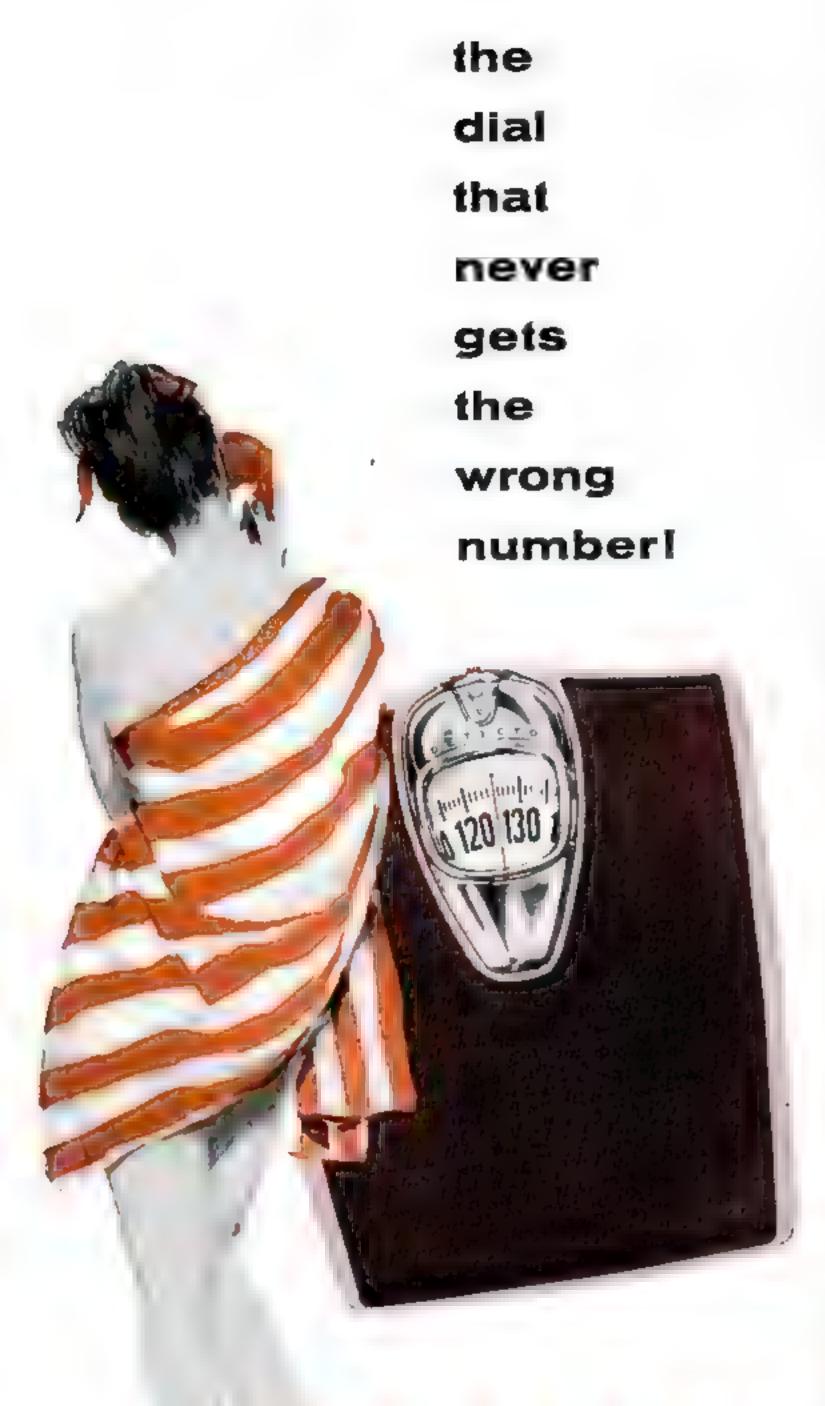
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#### WOLFE CONTINUED

was the same as it had always been, and the cracks in the calcimine

ceiling were the same as before. He was home.

Tom lies buried in the family lot at the Asheville Riverside Cemetery, an expanse of gentle knolls filled with many mementos from his father's monument shop—various stones with precisely chis eled lettering, elegant marble angels, and the carved, recumber lambs. Nearby lie his father and mother (Julia Wolfe died is 1945, just before her 86th birthday), Ben and Grover, the twins Leslie, the firstborn who died in infancy, and Cynthia, W. () Wolfe's first wife. The adjoining lot belongs to the Westalls, Julia family. One stands and looks at the graves, at all the small anony mous and silent indentations of earth. These are dead people, and yet because of Tom they have not entirely died.

Tom has an unobtrusive gray granite headstone with two epitaphs, taken from two of his novels. From Look Homeward, Anger

there is the line:

THE LAST VOYAGE, THE LONGEST, THE BEST,

And from The Web and the Rock, this:

DEATH BENT TO TOUCH HIS CHOSEN SON WITH MERCY, LOVE, AND PITY, AND PUT THE SEAL OF HONOR ON HIM WHEN HE DIED.

They were selected by his two editors at the request of the Wolfe family, the first by Perkins, the other by Aswell. Among the other merits of these lines, they fit the allotted space. Butom, it would seem, wrote another epitaph which characteristically was too long to be practical. It is one of the very last things he ever wrote. It has no relevance to what he had written before, and there is nothing in the letters or elsewhere to explain what was in his mind at the time. However, it suggests that his quest of himself and the meaning of life had come to an unexpected emin some sort of spiritual illumination. It implies, too, that Ton had a premonition about his death. The "Credo" that ends You Can't Go Home Again is addressed to Foxhall Edwards, the great editor from whom George Webber has decided to part. The lines that conclude it—and the book—are these:

Dear Fox, old friend, thus we have come to the end of the road that we were to go together . . . and so farewell.

But before I go. I have just one more thing to tell you:

Something has spoken to me in the night, burning the tapers of the waning year: something has spoken in the night, and told me I shall die. I know not where. Saying:

"To lose the earth you know, for greater knowing; to lose the life you have, for greater life; to leave the friends you loved, for greater loving; to find a land more kind than home, more large than earth—

"—Whereon the pillars of this earth are founded, toward which the conscience of the world is tending —a wind is rising,

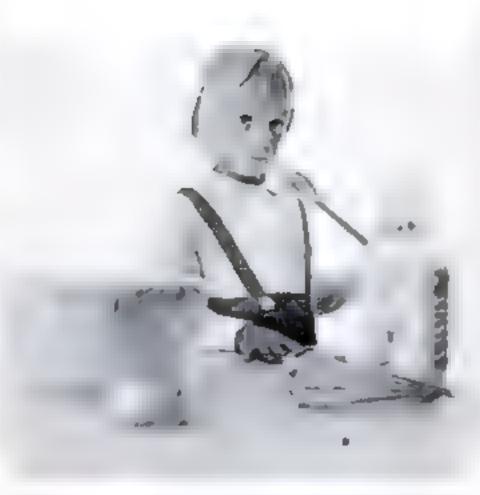
and the rivers flow."



WOLFE'S TOMBSTONE, next to his father's in the family plot at Ashe ville cemetery, is engraved with quotations taken from two of his novels



Which knits have super absorbency and freshness?



Roomy comfort and healthy "natural" fit?



Extra smoothness, extra wear and washability?



Answer: Knits made of Durene mercerized cotton yarn! Always demand a Durene label . . . one sure guide to the best in looks, comfort and service.



The Professor says: Science proves Durene cotton yarn provides greater comfort all day long and all year long than most other cottons and all man-made fibers.

On garments of any make, look for this label:





IN CLAN REGALIA, next MacLeod chief John wears MacLeod tartan, carries sgian dubh (black knife) in stocking, holds cromag (walking stick).

# GAY CLAN HAILS TS CHIEF

# The far-flung MacLeods gather at castle on Skye

To Dunvegan Castle on the storied Scottish island of Skye, for 700 years the stronghold of the far-flung yet close-knit Clan MacLeod, MacLeods from five continents journeyed last month to mark the coming of age of the future chief of the clan. In three days of romp and ceremony they hailed spirited John MacLeod Younger of MacLeod, and welcomed a non-clansman who dropped in too (opposite page).

The festivities had been arranged by John's grandmother and present chief, 78-year-old Dame Flora MacLeod of MacLeod, first woman to head the clan. John will not take over immediately. He enters McGill University in Montreal this fall, plans "to make a fortune quickly" in America before settling down at Dunvegan to his clan duties. But by his charm and prowess during the gathering (next page) John had already united to his own the hearts of the MacLeods, whose motto is "Hold Fast."

GREETING FROM THE QUEEN is extended to John on first day of celebration. She was on a tour of Hebrides and came to Dunvegan for lunch.



GATHERING OF THE CLAN moves to Dunvegan wall between sessions of clan parliament, a body newly set up to strengthen MacLeod ties.

The 88 members present came from the U.S. (26) Australia (15), Canada (14), New Zealand (14), United Kingdom (12), Ceylon (5), Rhodesia (2),

#### CLAN HAILS CHIEF CONTINUED





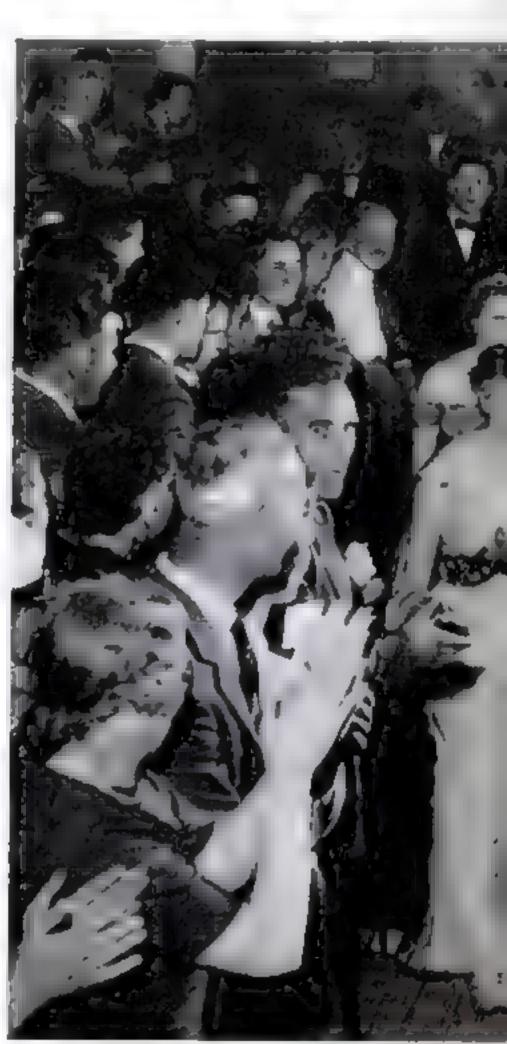


PASSING THE BOTTLE ROUND. KENNETH MACE TOD OF ENGLAND STARTS ON SKYE WHISKY GIVEN HIM FOR HELP ON ARRANGING REUNION, BOTTLE MOVES TO



## LIQUID RITE AND

The biggest day in the joyous tiree came with the actual celebration of John's 21st pirthday. At a splendid banquet in Dunvegan's drawing room, John raised ligh the ancient Rory Mor's horn and, to Joying traditional class rite (left, below), framed it dry of one and a balt pints of onty slightly watered viatage claret in a two-minute-long draught. Dame Flora rose joyfully



ARRIVING AT VILLAGERS' PARTY, DAME FLORA

DRAINING THE HORN, John does it nonstop Beside bim are Angus from Dallas and Dame Flora.







NORMAN FROM RHODE ISLAND, PATRICK GORDON (JOHN'S BROTHER) LAMAR FROM ST. LOU S AND JOHN WHO SWIGS AND RETURNS IT EMPTY TO KENNETH

## LIGHTSOME REEL

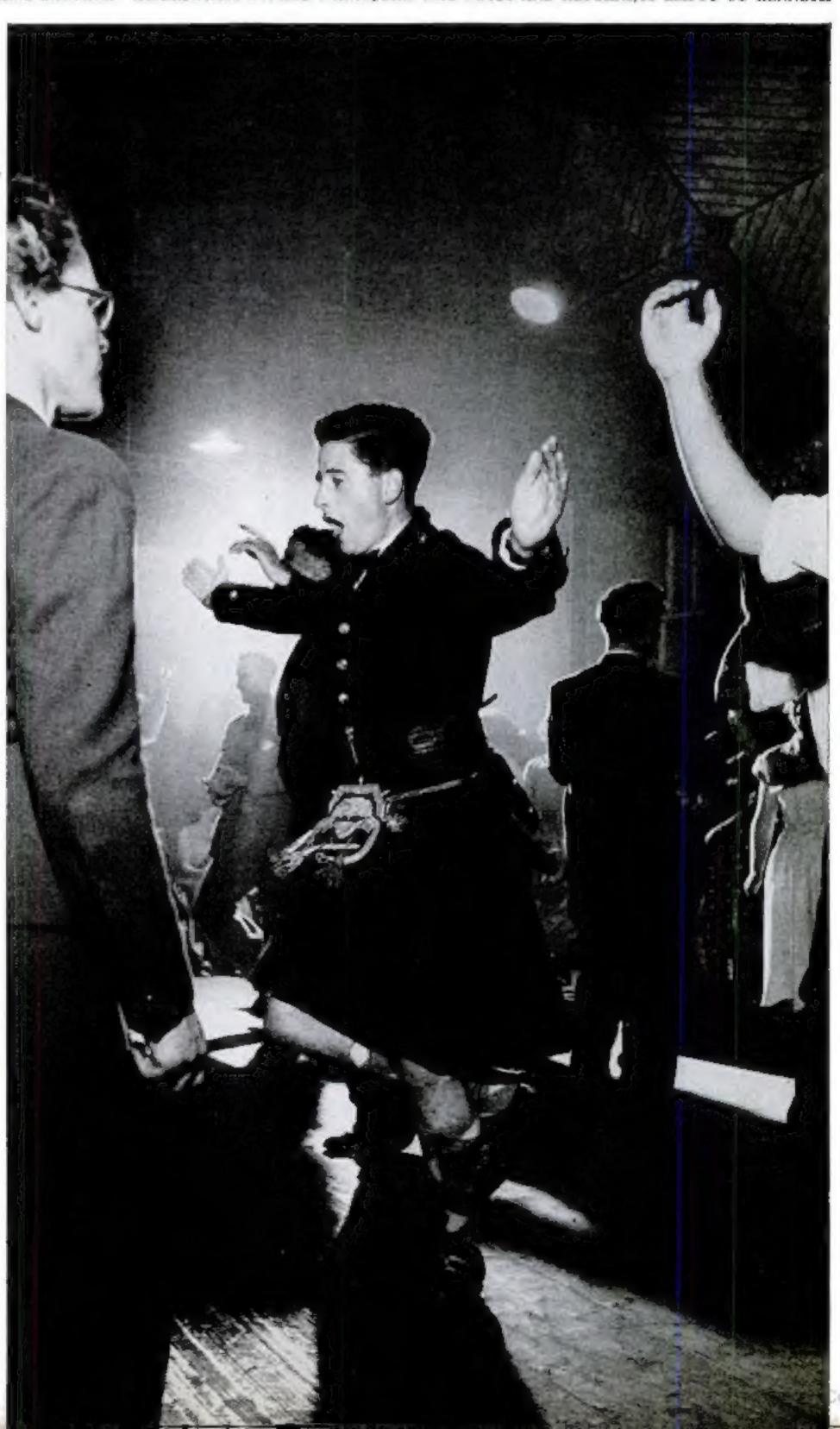
and cried, "Your future chief has proved to you all that he's really a man."

When the banquet ended at midnight, the MacLeods moved along to the village, where 20,000-acre Dunvegan's tenants were also celebrating with a ceilidhe (social). There John shook hands with his future neighbors and danced long and nimbly into the lit-up night.



ACKNOWLEDGES APPLAUSE WITH HAPPY WAVE

DOING THE REEL with villagers. John exuberantly fulfills one of the clan chief's lightest duties.







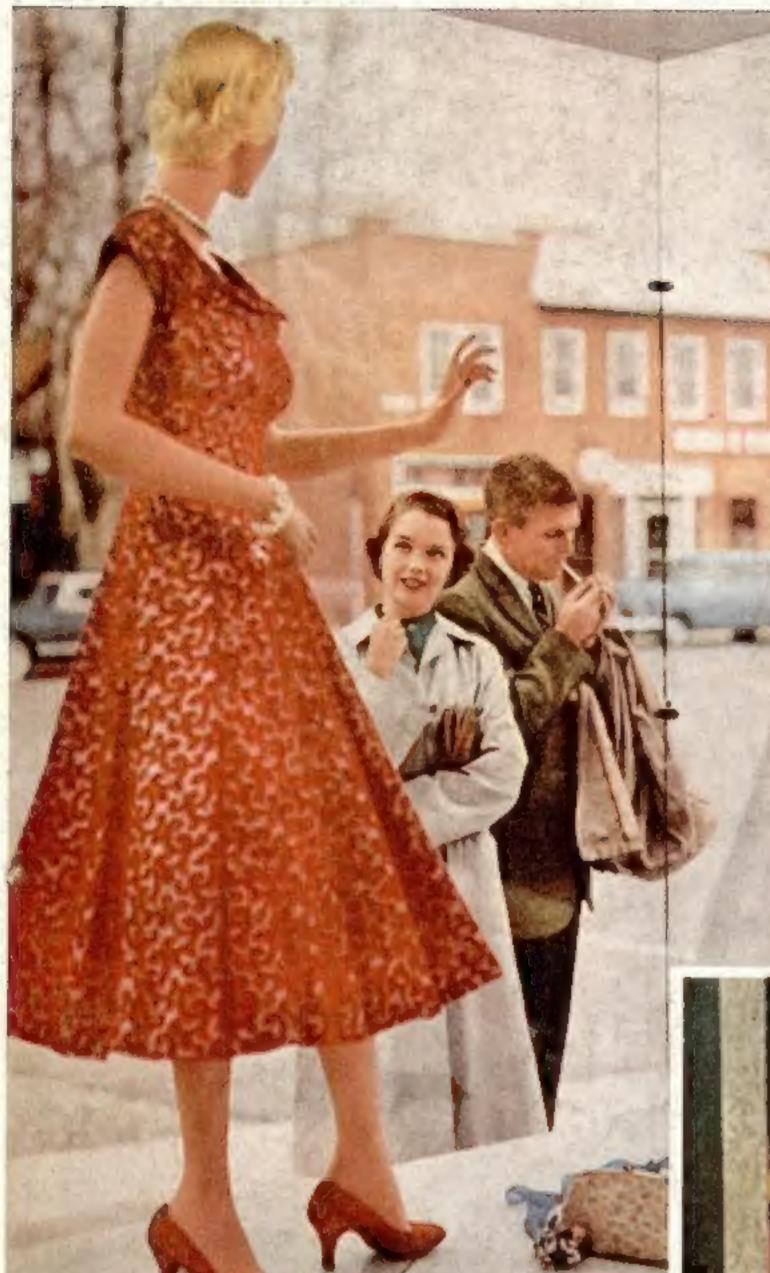
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